

May 29, 1930

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



VOL. CLI, No. 10

NEW YORK, JUNE 5, 1930

10c A COPY

The "Mrs."

looks under
the hood



It is said that women, as a rule, are not interested in how a product is made. For instance—watch a husband and wife buy an automobile. While the "Mr." is looking under the hood, the "Mrs." is scrutinizing the finish and upholstery.

The advertising of Hills Bros. Coffee, which dominates coffee sales from the Pacific Coast to the Mississippi, has proved that housewives will "look under the hood" for the how and why of the things of the world they rule—while husbands are only casually concerned.

The Hills Bros.' advertisements say—

"You see, madam, making pastry, breads, mayonnaise, even jelly, and roasting Hills Bros. Coffee, depend upon the same principle. As you mix the ingredients together a little at a time continuously, to get a perfect result, so Hills Bros. roast their coffee a few pounds at a time to get the perfect flavor."

By dramatizing the analogy between Hills Bros.' process of roasting coffee a little at a time and the housewife's practice of cooking in small quantities, advertising has helped to entrench Hills Bros. in an impregnable position in every market entered.

N. W. AYER & SON, INCORPORATED

ADVERTISING HEADQUARTERS
WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London

June 5, 1930

The Purchasing Guide that commands UPPER CLASS, PAID CIRCULATION.

Upper Class Concerns, every line, everywhere, comprising about 50% of total business purchasing power of the U. S., order and pay for Thomas' Register as the Guide for their Purchasing Departments, in investigating, specifying and buying.

*The only A. B. C. Member of its kind.
Send for the Audit.*



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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLI

NEW YORK, JUNE 5, 1930

No. 10

Getting Orders at 8 A. M.

Vortex Salesmen Are Taught to Go After Business Early and Often

By W. J. Hamlin

Vice-President, Vortex Cup Company

SALESMEN as a rule have a high regard for the fellow who goes out and does his job well and who sets a good example. They get pretty well fed up on the many theories advanced by various executives and sales managers who very seldom practice what they preach and who quite often haven't learned how to work hard, early or late.

So when the question came up of getting started early, working during the noon hour, after 4:30 P. M., and Saturday mornings and afternoons, we decided to establish a few records for our men to shoot at and perhaps profit by.

Looking around for someone on whom to try my theory, I chose myself. I make about a dozen short business trips a year to various cities in the country. It so happened that I arrived in a certain Eastern city at seven o'clock one morning. I had finished my breakfast and was ready to start at eight o'clock.

At 8:15 I called to see the vice-president of one of the biggest transcontinental lines in the country. He hadn't as yet arrived at his office and his secretary said that he probably wouldn't see me anyway before ten o'clock. He came in at about 8:30 and his secretary told him I was waiting.

When I walked into his office he started to complain about my early call, saying that he had a lot of work to do, etc. When he finally finished his not unfriendly tirade against me, I simply asked: "Shall I go back to my hotel and

go to bed and stay there for an hour or two and then come to see you with the horde of 'order takers' that always call at about 10:30, or would you prefer to welcome me solely because I have the courage to come early? The point is that I am trying to break down what I consider a very bad business practice: this matter of calling when the forenoon is half gone. Besides, I have a thorough knowledge of my business and promise to be brief."

His quick response was: "You are more than welcome. Sit down."

That man today is one of my good business friends.

A year later he wired me to come to see him, as competition was making some headway. He hadn't forgotten my early morning call, and when I arrived on my second trip I called on him at 8:30 in the morning. When I left his office I was in possession of a three-year contract covering his entire requirements in our line. I sincerely believe that my good luck was due in good part to the fact that I had the courage to call early on my first visit.

I did the same thing in another city shortly afterward. I arrived at seven in the morning, called on my prospect at eight o'clock, received a cool reception but soon changed it to a warm one, and in a short time received the prospect's promise that a nice order would be forthcoming in about a week—and it did come through as promised.

I left this man's office to make

a friendly call on one of our jobbers a few blocks away, arriving there at about 8:45. Our jobber said: "You are just the man I want to see! I want you to call on ——" (giving the name of the very concern I had just interviewed).

I remarked casually: "Oh, I've been in to see them and their order is assured."

Our jobber exclaimed: "But it isn't nine o'clock yet! When did you see them?"

I replied: "This morning."

He simply was astounded and couldn't believe what I had told him. Finally he was convinced. He then asked me if I wouldn't relate to his seven or eight salesmen (who were still hanging around the office) what I had done, to which I agreed. I finished my talk to them in about fifteen minutes. Then I pulled out my watch and said: "It's 9:15 A. M. My work is all finished. What time can I catch the first train to Chicago?"

This probably sounds rather bombastic, but no one was more surprised than I at the results obtained. I had learned something worth while. Now when I go out on a trip I always make as many early-in-the-morning calls as possible, and they generally prove satisfactory. Of course, I passed these experiences on to our salesmen, along with a few suggestions, and offered prizes to such of our men who do the unusual, and by so doing create favorable impressions with the trade. Here are some of the reactions:

One of our salesmen makes it a rule to secure two or three orders within a radius of a block of our jobber's place of business, and generally brings in these orders to our jobber before ten o'clock in the morning. That is about the time the average salesman has brushed the cobwebs out of his eyes and with the other late arrivers awaits his turn to interview the jobber before starting out on his day's work.

This man of ours, by his actions, is building good-will for himself, our firm and our product; and, best of all, he is definitely paving

the way for his own future success.

Another salesman of ours (twenty-three years old) ran into a terrific blizzard out in Iowa last winter. He wrote us that he had never had the opportunity of working in a blizzard. He figured that most salesmen would go to the movies or stay in the hotel and that he would have the field to himself; also that most buyers would have plenty of time to give him. He was right. He did a big business and must have created some fine impressions with the trade for himself and his firm. This same youngster worked the day before Christmas and did well. He figured that the average buyer would be in a friendly mood and have little to do, and that no one else would attempt to sell on that day.

One Saturday morning not so long ago I casually asked one of our young producers how many orders he had taken from new accounts during the week. His answer was, "Twelve." He added: "But I will get three more this afternoon."

That ambitious young producer didn't quit Saturday noon; he kept going all Saturday afternoon. What a thrill we all get from the activities of such men. Unconsciously they are building their futures on a firm foundation. They have learned how to work hard; and that is the basis of all success in any line of endeavor.

Teaching New Salesmen to Get Up Early

We have a fine salesman in Cleveland to whom we send a good many new men for a few days' training. Generally they spend the first day in Cleveland, and during the day our Cleveland man arranges to meet the new man in front of his hotel the following morning at about six o'clock, saying that he wants to work a nearby city and it will take a couple of hours to drive there. The new salesman learns something about getting an early start, and we hope he won't forget it.

We publish a weekly news bulletin for our men and cram it full of their doings. We stress the im-

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THROUGH MANY BATTLES



WE have several clients whom we have served continuously through as many years as it takes a child to be born and enter college. The business victories we have helped them win have not been single engagements, but the sum total of assaults on many fronts. Steadily to push the line forward through the years calls for changing weapons and tactics, fresh troops, learning from defeats as well as from successes.

After eighteen years of such campaigning, we are today sitting at the council tables of over one hundred and twenty advertisers and marching out with them for their industrial battles from twelve offices here and abroad.

The H. K. McCANN Company • Advertising

NEW YORK	CHICAGO
CLEVELAND	SAN FRANCISCO
MONTREAL	DENVER
	SEATTLE
	LOS ANGELES
VANCOUVER	TORONTO
	PARIS
	FRANKFORT, K. M.

portance of creating favorable impressions daily, whether it be working in a blizzard, making a sale at eight o'clock in the morning or on a Saturday afternoon, wearing clean linen, having a clean shave and shoes brightly polished, or what not. We encourage them to do the unusual until it becomes a habit; then we prove to them in many ways that such habits bring success.

We ask our men to start early in the morning and work late in the day. We have no way of knowing whether or not they do so, but we believe most of them do. By continually telling them of the success made by the men who do these things we feel that they tune in fairly well.

Macaroni Campaign to Start in October

The National Macaroni Manufacturers Association will start its advertising campaign in October with advertisements in six women's magazines. The association advertising will feature a recipe contest in all advertisements in October, November and December. A list of seven business papers in the food distribution field will also be used to keep the association's customers informed of the advertising program.

T. P. Seymour Heads John D. Boyle Agency

Theodore P. Seymour, who has been treasurer of John D. Boyle, Inc., New York advertising agency, has been elected president. He succeeds John D. Boyle, who has been made chairman of the board.

Frank G. Barry and William A. Zink have been elected vice-presidents. Louis F. Boitano, formerly assistant treasurer, now is treasurer.

H. B. Fairchild Again Heads New York Daily Group

Herbert B. Fairchild, advertising manager of the New York Sun, was re-elected president of the Daily Newspaper Advertising Managers' Association of New York at a recent meeting of that organization. Lewis C. Paine, of the New York Evening Post, was re-elected secretary-treasurer.

Sargent & Greenleaf Appoint Dyer-Enzinger

Sargent & Greenleaf, Inc., Rochester, N. Y., manufacturer of bank locks and builders' hardware, has appointed the Dyer-Enzinger Company, New York, Chicago and Milwaukee advertising agency, to direct its advertising account.

"Field & Stream" Takes Over "Forest & Stream"

Forest & Stream, which was founded sixty years ago, will cease publication with the July issue. It has been absorbed by *Field & Stream*, New York, of which Elting F. Warner is publisher.

Charles Hallock, who was the first editor of *Forest & Stream*, was one of the two founders and first co-editor of *Field & Stream*. Henry Wellington Wack, the other founder and also first co-editor of *Field & Stream*, is associated with *Field & Stream* and other Warner publications at the present time.

E. M. Abbott to Manage Moon Motor Advertising

E. M. Abbott, formerly director of research of Critchfield & Company, Chicago advertising agency, has been appointed advertising manager of the Moon Motor Car Company, St. Louis. He was also formerly with The Studebaker Corporation of America, South Bend, Ind., first as advertising manager of the Chicago distributor and, later, in an executive capacity at the home office.

Appointed by "Forbes"

A. B. Elworthy, formerly with the New York office of *Forbes*, has been appointed Mid-West manager with headquarters at the Detroit office.

Raymond Zindle, formerly an account executive with the General Outdoor Advertising Company, has joined *Forbes* as an advertising representative, at the New York office. He was, at one time, with the Society for Electrical Development.

Blackett-Sample-Hummert Appointments

P. E. Williams and R. J. Jordan have been appointed associate art directors of Blackett-Sample-Hummert, Inc., Chicago advertising agency. G. G. Tormey, formerly with the Blackett-Sample-Hummert Corporation, New York, has joined the service department of the Chicago organization.

Herbert Donohoe Returns to "Photoplay"

Herbert Donohoe, until recently advertising manager of *Smart Set*, has returned to the staff of *Photoplay*, according to an announcement received from James R. Quirk, publisher. Mr. Donohoe will be associated with the New York office as co-eastern advertising manager.

K. W. Cash Joins Gardner Agency

K. W. Cash, formerly associate editor of the *Iowa Homestead*, Des Moines, Iowa, now merged with *Wallace's Farmer*, and, recently, editor of *Dairy Tribune*, Mount Morris, Ill., has joined the St. Louis copy staff of the Gardner Advertising Company.

ATLANTIC MONTHLY

Atlantic Readers Are Community Leaders

EVERYWHERE

In New York

1934 Atlantic Subscribers are listed in the Directory of Directors, serving 3842 Corporations.

In Boston

613 Atlantic Subscribers are Directors in 2948 Corporations.

In Philadelphia

"The Atlantic List," says Caldwell, Fine Jewelers, "reads like The Blue Book."

In Providence

Atlantic Subscribers averaged \$648.19 in municipal taxes alone.

* * *

And the fifty largest banks in the country have 1394 Directors; 537 of them—38%—subscribe to the Atlantic Monthly. The figure obviously would be higher could newsstand buyers be checked.

To reach wealth and discerning taste

EVERYWHERE

advertise in the Atlantic

Class Circulation at a Mass Rate

THE ATLANTIC MONTHLY COMPANY

8 ARLINGTTON STREET, BOSTON

Key Men

EDWARD A. FILENE started the ball rolling when, in the *North American Review*, he proposed his list of candidates for the blue ribbon as the ten key men of American business. His names were:

Henry Ford
Owen D. Young
Julius Rosenwald
Amadeo P. Giannini
Jesse Isidor Straus
Thomas W. Lamont
Daniel Willard
Thomas A. Edison
Charles F. Kettering
Herbert Hoover

A contributor to PRINTERS' INK has suggested the following "key men" of the advertising business. He calls them key men of advertising because without their big appropriations the business wouldn't progress. Here is his list:

W. C. Procter
Alfred P. Sloan, Jr.
Colby M. Chester, Jr.
George W. Hill
Walter P. Chrysler
C. W. Toms
A. R. Erskine
Gerard B. Lambert
Gerard Swope
Charles S. Pearce

Before readers jump into print with lists of their own, it is only fair to admit that the names selected by our contributor are those of the operating heads of the five leading advertisers in both newspapers and magazines for last year.

Fawcett Publications Buy "Hollywood"

Hollywood, published at Hollywood, Calif., has been sold by the Hartwell Publishing Company to the Fawcett Publications, Inc. A subsidiary corporation, Hollywood Magazine, Inc., will be formed to operate the publication. The first issue under the new ownership will appear in August.

A. E. Peirce Account to Albert Frank Agency

Albert E. Peirce & Company, financial firm with headquarters at Chicago, has placed its advertising account with the office at that city of Albert Frank & Company, Inc., advertising agency. Newspapers in a number of cities will be used.

Phelps Agency to Direct All Reo Advertising

The Reo Motor Car Company, Lansing, Mich., has appointed George Harrison Phelps, Inc., Detroit advertising agency, to direct all of its advertising both of its pleasure cars and trucks. This appointment is fully effective on August 1. The Phelps agency has been handling the foreign advertising of the Reo company.

The Phelps agency is establishing an office in the Prudden Building at Lansing. H. J. Koch, vice-president of the Phelps agency, will supervise the new branch. Among those assisting him will be Oscar F. Jackson, until recently advertising manager of Reo, George D. Wilcox, who resigned several weeks ago as sales promotion manager of the Federal Motor Truck Company to join the Phelps organization, and R. A. Leavell, technical expert of the Phelps agency.

Mr. Jackson will devote himself to assisting in Reo contact work and in the publication of the Reo house organ. Mr. Wilcox will work on the Reo Speed Wagon advertising. Reo newspaper and magazine schedules, according to the Phelps agency, will continue essentially as originally contemplated for the year and will be augmented by promotional work of which the agency will also have charge.

Westinghouse Electric Appointments

M. C. Rypinski, formerly for sixteen years with the Westinghouse Electric & Mfg. Company, East Pittsburgh, Pa., and, later, vice-president of C. Brandes, Inc., and of the Kolster Radio Corporation, has again joined Westinghouse as manager of its radio department.

J. A. Duncan has been made assistant to the merchandising manager of the radio department. He was formerly in charge of Westinghouse sales through the Illinois Electric Company, later becoming sales manager and then vice-president and general manager.

W. A. Wood Joins Paul Block, Inc.

William A. Wood, recently with the Chicago staff of Barrow G. Collier, Inc., Chicago, and the office at that city of the Macfadden Publications, has joined the Chicago office of Paul Block, Inc.

E. C. Pottorff with Memphis Agency

E. Clyde Pottorff has joined the staff of Lake-Dunham-Spiro-Cohn, Inc., Memphis advertising agency. He is a former advertising director of the Memphis *Commercial Appeal*.

San Francisco "Examiner" Transfers Gray Crane

Gray Crane, formerly manager of the radio department of the San Francisco *Examiner*, has been transferred to the Chicago office of that paper.

Thorough Trading Area Coverage Through One Newspaper!

The Way to Sales in Milwaukee--

THE 1930 Consumer Analysis of the Greater Milwaukee market shows that 80 brands of tea were sold here in 1929, but 80% of the tea buyers used Lipton's and Salada—both advertised *exclusively* in The Journal.

With 17 brands of coffee substitutes in the market, 74% of all families chose Postum and Sanka, advertised *only* in The Journal. In competition with 171 brands of roll toilet paper, Northern Tissue won 70% of all sales in the market by advertising in The Journal *exclusively*. Although 61 brands of catsup were sold here, 90% of all sales went to Sniders and Heinz, *exclusive* Journal advertisers.

Year after year, more successful merchandisers use The Journal *alone* to sell Milwaukee!

THE MILWAUKEE JOURNAL
FIRST BY MERIT

Read by More than Four out of Five Milwaukee Families!

Approaching the Obvious Copy Theme by an Indirect Path

Blackstone Cigar Advertising Built on Mildness as Talking Point—But It Is Presented Subtly

FREQUENTLY the obvious copy theme isn't the correct one, because obviousness means probable wide use—and wide use means loss of originality. This is particularly true in fields where the chief sales arguments are comparatively limited.

A cigar, for instance, doesn't offer very many good copy themes. Flavor, price, mildness, enjoyment—and you've told the story, just as several hundred cigar manufacturers have told it before, yet your copy theme to be successful must be based on one of the primary buying urges of the cigar smoker. Therefore, the only answer for the cigar manufacturer is to use these themes indirectly rather than obviously.

Waitt & Bond, manufacturers of Blackstone Cigars, are at present conducting a newspaper campaign which uses the obvious themes in an inobvious manner. Based primarily on mildness, the advertisements do not approach the subject along the obvious path.

A cigar is so much a matter of individual taste, the company reasoned, that it is impossible to tell every man that he will like Blackstones. At best we can ask him to take the word of connoisseurs. Here, obviously, the testimonial is called for. But who are the recognized cigar connoisseurs whose names will carry conviction? On whose advice does a man smoke a cigar? On the advice of friends, yes. But we can't get testimonials from every man's friends. On the advice of a cigar salesman? Yes—and we can, through our advertising, get recognized cigar salespeople to advise cigar smokers in the mass to buy Blackstone cigars.

The present Blackstone campaign, therefore, is based on the advice given by people who sell cigars in places where wise smokers of cigars gather—in hotels, restaurants and limited trains. There are Fred, maître d'hôtel, Washington's Mayflower Hotel; Cornelius H. Hill, club car porter on the Twentieth Century; Ruth

THE MARINE DINING ROOM AT THE EDGEWATER BEACH ~ CHICAGO

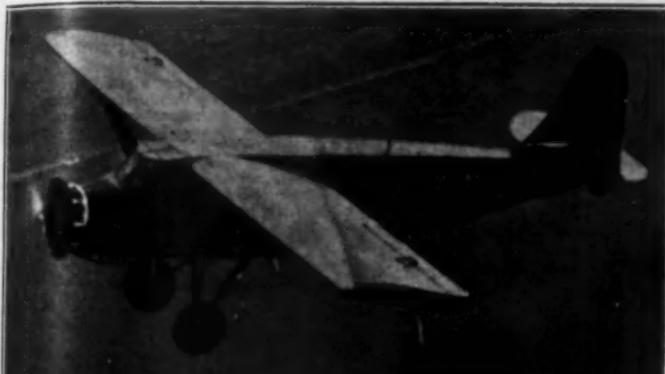


"In This Gay Dinner Crowd Pretty Ruth Gregory Finds Blackstones Smoked for Mildness" Was the Heading Under This Newspaper Advertisement Illustration

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"GOOD NEWS II"

The Des Moines Register and Tribune's new Stinson 8-passenger monoplane, which has just gone into service, replacing "Good News I." The new plane is powered by a 425 horse power "Wasp" motor radio equipped cruising speed 125 miles per hour.

Register and Tribune reporters and photographers can reach the most remote town in Iowa in an hour and a half in "Good News II."

Whenever big news breaks in Iowa, staff men rush to the scene by plane so that our readers may know what happened FIRST!

More than 200,000 families read

**The Des Moines
Register and Tribune**

June 5, 1930

Gregory, tray girl, Chicago's Edge-water Beach Hotel; Jeane, tray girl, Philadelphia's Benjamin Franklin Hotel.

The result is a testimonial campaign with a difference. The usual testimonial is from a user—sad to say, often the testimonial comes from a person who never heard of the product or the company until he saw his name on a company check. The Blackstone campaign uses the names of people who aren't necessarily cigar smokers, but who know far more about cigar taste in the mass than any individual smoker can know. Nor is there much direct quotation or much fulsome praise. All that these sellers of cigars say is that their experience has proved that a great number of cigar smokers enjoy Blackstones for their mildness and are loyal to this brand. Each advertisement then is a sales argument from a salesman of cigars.

Made President, Frederick Stearns & Company

Frederick Sweet Stearns, formerly chairman of the board of Frederick Stearns & Company, Detroit, manufacturing chemists, has been made president and general manager of that company. He succeeds Willard Ohliger who has been elected chairman of the board.

L. F. Rood, Publisher, Omaha "Bee-News"

L. F. Rood, formerly business manager of the Brooklyn, N. Y. *Times* and at one time manager of the San Francisco office of the national advertising department of the Scripps-Howard Newspapers, has been appointed publisher of the Omaha *Bee-News*.

Candy Account to Associated Crafts Agency

The Kimbell Candy Company, Chicago, successor to the S. Pooley Company, maker of coconut candy, has appointed Associated Crafts, advertising agency of that city, to direct its advertising account. Business publications and direct mail will be used.

C. D. Carver Starts Own Business

Claude D. Carver, formerly manager of the home furnishing division of the *Dry Goods Economist*, New York, has started his own business at that city as a merchandise analyst, with offices at 67 Irving Place.

Montague Lee Heads New York Printers

Montague Lee, president of Lee & Phillips, Inc., was elected president of the New York Employing Printers Association at its recent annual meeting. He succeeds Isaac Van Dillen, who has been president since 1926.

E. J. Aberle, of the Brooklyn *Daily Eagle*, was elected second vice-president. Other officers, re-elected, are: Vice-president, F. A. Young, Mail & Express Printing Company; secretary, A. Stanley Graff, Lent & Graff Co., and treasurer, John A. Wilkens, Charles Francis Press.

The board of directors of the association, in addition to these officers, includes: A. J. Brower, G. F. Kalkhoff, Fred G. Nolty, Gregory Weinstein, John C. Powers, L. S. Downey, Eliot D. Moore, E. D. Conklin, George T. Lard, Einar Schatz, George Whittaker, Robert Goldstein, L. R. Watkins, C. Frank Crawford and Mr. Van Dillen. John Clyde Oswald continues as managing director.

Weston Hill Joins Dyer-Enzinger

Weston Hill, account executive in the New York office of Critchfield & Company, has been appointed copy director of the Milwaukee office of the Dyer-Enzinger Company, New York, Chicago and Milwaukee advertising agency.

Previously, Mr. Hill was with Hauff-Metzger, Inc., and The Erickson Company. He was also, at one time, advertising manager of Landay Brothers, and for three years conducted his own advertising service organization.

Maurice Lackey, Advertising Manager, Mobile "Press"

Maurice Lackey, has been appointed advertising director of the Mobile, Ala., *Press*. He has turned the operation of the Lackey Advertising Agency, Birmingham, Ala., over to Ed Willis Barnett, who has been associated with that agency for several months. Mr. Lackey was advertising manager of the Birmingham *News* for nine years and also has been with the Omaha *News*.

E. J. Seifrit with "The Oklahoma News"

Edwin J. Seifrit, formerly business and advertising manager of *The DeMolay Councillor*, Kansas City, has been appointed national advertising manager of *The Oklahoma News*, Oklahoma City. He was also formerly with the Tampa, Fla., *Tribune*, and the Oklahoma City *Daily Oklahoman* and *Times*.

F. W. Holter with Russell T. Gray Agency

F. W. Holter, formerly advertising manager of the Yoemans Brothers Company, Chicago, has joined Russell T. Gray, Inc., advertising agency of that city.

Heads
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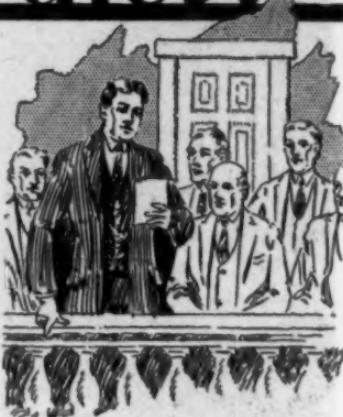
FLORIDA population is no more a matter of guess-work or "estimate"; no more advertising procedure on that archaic census of 1920 when the state was in its swaddling clothes by comparison.

Jacksonville gains 43.5 per cent in the new census; from 94,333 in 1920, to 135,336 in 1930.

—approximately one-tenth of the entire population of Florida!

Duval county (of which Jacksonville is the county seat) jumps 36.6 per cent.

Jacksonville's immediate trading territory is more than 30 per cent higher than in 1920—the largest single population market in Florida. Indeed, the actual, full trading area of Jacksonville—reached by local retailers and traveled by local salesmen—embraces practically half the population of the state.



JACKSONVILLE is a striking example of response to economic demands. Here are people who work, earn, live, every month in the year—for manufacturing, selling, banking proceed with increasing activity. Here continues the metropolis of Florida, without fanfare or flourish, busy with its responsibilities.

Similarly, here continues to center the distribution service for advertising throughout Florida and South Georgia—both areas exceptionally penetrated by "Florida's Foremost Newspaper," seven mornings a week!

The Florida Times-Union

JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

Member of the 100,000 Group of American Cities

For the Men of Tomorrow



THIS picture shows a part of the crowd of 60,000 boys and friends of boys who assembled in the great stadium at Soldier Field Saturday, May 24th, on the occasion of the second annual Chicago Daily News Junior Fire Department spectacle.

Five thousand of Chicago's finest fire fighters competed for The Daily News annual drill awards. Eight boys' bands played; Boys from every section of the city participated in and viewed the exercises.

THE CHICAGO

Chicago's Home Newspaper

Tomorrow the Homes of Today



The Daily News Junior Fire Department is a year-round, body-building, mind-training, property-saving enterprise, in which more than 45,000 Chicago boys are enrolled.

The Junior Fire Department is but one item in The Daily News program of service to the men and women of tomorrow, a program which enlists a total of more than 450,000 boys and girls in various enterprises.

And this program is one reason for the growing favor of The Daily News in the Chicago homes of today.

CHICAGO DAILY NEWS

Chicago's Home newspaper

June 5, 1930



78% of Oklahoma's hardware sales are rural

The above figure is based on actual sales records. Advertising on these products must be directed to the farm market if volume sales are to be secured.

No other farm paper and no newspaper or magazine has even one-half the farm circulation of **The Oklahoma Farmer-Stockman** in the state.

192,892

A. B. C.

CIRCULATION

THE OKLAHOMA

FARMER-STOCKMAN

THE OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES-WKY

National Representatives, E. K. Kelly Special Advertising Agency

Honest Substitution—Key to Profits for Department Stores

If a Store Doesn't Carry Exactly What the Customer Asks for, It Has a Right to Offer Something "Just as Good"

By W. A. Sheaffer

President, W. A. Sheaffer Pen Co.

IN a recent PRINTERS' INK article it was stated that the future growth of department stores "will come only as the stores more truly become the purchasing agents of their communities." I judge from this statement that department stores should represent the customer and should safeguard her interests to the exclusion of the manufacturer.

No manufacturer who sees far enough into the future will object to this and the constructive manufacturer will co-operate to the fullest extent in this policy. Also, the successful department store of tomorrow will abandon many of its present methods and will realize more than ever before that the right kind of manufacturer is just as essential to its future success as the department store is to the manufacturer. And the sooner both realize this truth and get together on sounder merchandising methods that mean more volume and net profit for each, in which the consumer is given fair value in merchandise and service, the better for all concerned.

You cannot put all manufacturers nor all department stores in one class. There are good and bad on both sides. But one thing is sure—neither can get along without the other. There is no getting away from this fundamental truth.

In many lines the department store is giving way to the specialty store and is not the factor it once was. I firmly believe the reason is that many department stores do not truly represent the customer as

a true purchasing agent. They do not scrutinize the quality of the merchandise and the reliability of the manufacturer; nor do they consider carefully enough the eventual service the customer is going to receive. Instead, they take on all classes of advertised goods, much of which has only a temporary demand. The appeal of quick turnover on large volume is too often the principal buying factor.

Think of the hundreds of articles that have been bought in the last few years with large temporary demand stimulated by

large advertising campaigns that have never repeated. If the quality and feasibility had been carefully studied, these articles would have been offered by the stores to their customers as fad or novelty merchandise. If customers were told frankly that the merchandise was not of the highest quality, or that it might be only a passing fad, they would not have occasion to complain later and would have more confidence in the store's ability to represent them as a purchasing agent.

One of the greatest mistakes in business today, I believe, is that stores are not substituting as much as they should. Instead, they either give the customer what she asks for or say they haven't got it. No dealer can have in stock everything that is asked for. And if he does not offer something as a substitute for the requested article he is not a worthy purchasing agent for the customer—nor a good merchant.

There are many department

A NATIONAL advertiser who would encourage retailers to practice substitution! In fact, he declares that failure to substitute is costing department stores large profits.

He is careful, however, to distinguish between honest and unfair substitution.

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June 5, 1930

stores in this country that cannot furnish even a majority of the things a customer calls for in all particulars. Do the good stores send the customer out with a "No, we don't have it"? Of course not. They show the customer something they think might please her just as well. And in the right kind of store it often pleases better than the article called for, although it has been necessary to substitute in some essential point, failing to give the customer the size, color or make requested. Such a sale may be a distinct benefit to the customer and the store.

To my mind, the successful merchant of tomorrow will more than ever before guide his patrons to articles that will bring good-will, increased volume and prestige to his store.

What Advertising Should Be and Do

The live, wide-awake merchant is beginning to realize that he is continually the victim of merchandising schemes, usually involving large advertising campaigns, that are only temporary. He is finding out that when the demand ceases for these loudly ballyhooed products, the left-overs more than eat up the profits. He is beginning to realize that advertising should create the demand for the merchandise and bring the customers to the store, but that he, as the purchasing agent, should guide them to the best values. For the merchant knows that it is impossible for the average layman to be a judge of good merchandise. It takes the best judgment of experts to make the right decision. If there is one benefit a merchant can give to his customers that is worth while, it is the benefit of his knowledge of merchandise.

The reason substitution has fallen into disrepute (and justly so) is because it has been used in so many cases to increase profits for the store regardless of the customer's welfare. Such substitution is never justifiable. But when a customer calls for a certain article, and the dealer doesn't present another article which he carries and really believes to be better, he will

eventually lose that customer to someone who does practice such honest substitution.

Here is an example that is fresh in the minds of many department stores which will illustrate how bad merchandising can increase sales temporarily at a permanent loss later. Last fall we designed a short, neat golf and handbag pencil. We made it as substantial as we knew how and of the very best materials, for we believed golfers and women would be willing to pay a fair price for it. We immediately applied for a patent on this; but in the meantime (it takes some time to get a patent) dealers were having a splendid sale at \$2.50 and \$3 each.

Soon, however, cheap imitations were made by other manufacturers which were sold as low as 39, 79 and 89 cents each. Department stores all over the country stocked thousands of these. These were bought, in many cases, without regard to quality or the service they would render to the customer. Many customers are disgusted with these imitation pencils because of their failure to perform properly. The result is that there has been small volume in many cases and a lot of dissatisfied customers.

Fortunately, our patents have now come to issue and we are notifying the trade and hope to repair in part some of the damage done.

Had the department store buyers thoroughly studied the situation and made a careful analysis of the quality of the merchandise, in most cases it would not have been bought at all. Instead, the sales force of the stores would have been trained to sell—substitute, if you will—and merchandise the better, higher-priced article and would have been given the reason for doing so.

There is one outstanding cause for reduced volume by the average department store. They have adopted the principle of quick turnover and have allowed advertising to do their selling for them—instead of permitting advertising to perform its proper function (from a dealer's standpoint), i. e., create demand and bring the cus-

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tomer into the store. When a merchant allows advertising to do his selling, it means only one thing—reduced volume.

The reason for this is very plain. Advertising causes thousands of people to make up their minds as to what they want to purchase before they enter the store. But as a great deal of advertising says just as much for a \$2.50 article as it does for a \$10 article, the average customer is led to believe that the \$2.50 article is the one she wants. The descriptions in the advertising are often virtually identical for the high and low price items. Therefore, she enters the store with her mind made up to buy the \$2.50 article. As a matter of fact, she may really need the \$10 article but not know it, because she does not understand the difference. Now if the merchant is a real purchasing agent for the customer, either he or his clerk will explain the real merits of the two articles and show the customer why she should buy the \$10 one because that is what she needs.

Department stores that fail to "substitute" in this manner are not good purchasing agents for the public. And they also harm themselves, for they are directly affecting the volume of their stores by not satisfying their customers' needs.

This condition is not the fault of advertising. It is the fault of the stores that allow such advertising to do their selling for them. The best advertising agencies of today do not advise their clients to depend on advertising to do their selling. They advise manufacturers to allow the advertising to create the demand and send the customer into the store, and to instruct the store to keep control of its own business and guide the customer to such articles as will bring volume, profits and good-will.

Advertising, if not coupled with good merchandising methods, will reduce the volume of any store. Advertising, if coupled with good merchandising principles, will create volume, good-will and satisfied customers in all cases.

As a further example of how many department stores are unable

to hold their volume of business let us consider the shoe department. If a department store were to carry out, in this department, its principle of giving the customer what she calls for, think of the thousands of dollars it would have to invest in a great many makes of shoes. There is no department store that I know of that can give the customer even a fair sized minority of what she calls for in shoes in every particular.

Which is the better—to give the customer a shoe that fits her foot and that will wear well, even if the store has to substitute the name on that shoe, or give her the name on the shoe which she calls for, but be short of the exact size and be compelled to sell her a shoe that does not fit properly?

I maintain that it is much better to give the customer what she calls for in quality and performance and substitute the name if necessary, for it is impossible in most cases to give both.

Another very great detriment to the average department store is its system of compensating sales persons. Most clerks are paid on either a flat salary basis or with a P. M., or commission, on those articles it is desired to feature or dispose of. I don't believe clerks should be paid a flat salary, nor do I think that a P. M. should be given on every article in the store. But the P. M. is a good thing when properly applied.

If department stores would adopt the rule of giving a P. M. only on those articles which bring the store a fair margin of profit and a good volume, and no P. M. whatsoever on anything else, they would soon find their total volume of sales and profits increasing very materially. They would be surprised at how many sales they would conduct on items on which there is no P. M. and how few of these items with small profit margins would be sold as compared with the items on which they were paying a P. M.

The P. M. system, when properly applied, means a better salary for the average clerk. But before the clerk can earn that salary he or she must make the store an in-

June 5, 1930

creased volume and added profit. This system would be the means of causing the help to take a very great interest in their customers. They would guide the customers to the articles of merit on which there is a greater volume.

Another added feature to the system of thorough merchandising is that it reduces the return for exchange and credit very materially. Several large department stores have told me that as much as 10 per cent of the items sold were returned for credit or exchange. In most cases the reason for this is that the final decision as to whether an article will be returned or kept is arrived at after the purchaser reaches home and the family scrutinizes the article. They determine whether or not it shall be kept or returned. If the customer has gone into the store and made her own selection from advertising or otherwise, she has not been given all of the facts or all of the selling points on that article and the good reasons why it is a splendid article; but if the clerk waiting on her was receiving a P. M. on the better articles, she would explain to the customer all the good points of that particular article and why it was superior and why it would be the one she desired. They would then find that the percentage of exchanges and returns for credit would diminish very materially and the person making the purchase would be amply able to give the good reasons and make the sales talk at home where the final decision is made. This would eliminate a very large percentage of the returns for credit and exchange.

It will be a happy day when the reliable manufacturer and the reliable department store realize fully that each is very essential to the welfare of the other and get together and harmonize their differences. It will make for a better future for all concerned.

Heads Maverick-Clarke

A. D. Hunter, formerly vice-president and general manager of the Southwestern Paper Company, Fort Worth, Texas, has been elected president of the Maverick-Clarke Litho Company, San Antonio, Texas.

This Variation Is Used to Give a More Personal Touch

WARNER-CLIFTON

SAN FRANCISCO, MAY 19, 1930.

Editor of PRINTERS' INK:

Your discussion of the trifles of punctuation in business letters, on page 118 of the May 8 issue of *PRINTERS' INK* suggests another variation which has come to our attention, and which seems to have considerable merit in improving the simplification of the business letter.

We often receive letters which start off directly with "Dear Mr. Clifton;" and place the four line address which usually precedes this, at the bottom of the letter under the stenographer's initials. To my mind, the only justification for having these four lines on the letter at all is that they provide a record on a sender's carbon copy of exactly where and to whom the letter was sent, and they should therefore be in the most inconspicuous place on the original—i.e., where the stenographer's initials are recorded.

I shall appreciate any information you can give me on the acceptability of this form.

A. T. CLIFTON, JR.

Charles Winters Heads Classified Managers

Charles Winters, classified advertising manager of the *Chicago Daily News*, was elected president of the Association of Newspaper Classified Advertising Managers at its recent convention held at Washington, D. C. He succeeds John A. Finneran, classified advertising manager of the *New York American*.

J. H. Butler, Houston, Tex., *Chronicle*, was elected first vice-president; J. P. McGovern, *Brooklyn Daily Eagle*, second vice-president; G. L. Lasker, Milwaukee *Sentinel*, secretary, and W. O. Sessions, *Salt Lake Tribune*, treasurer. New members of the board of directors include: Harold L. Goldman, New York *Sun*; Dean G. Heintaleman, Akron, Ohio, *Beacon-Journal*, and Donald W. Coleman, New Orleans *Times-Picayune*.

J. J. Lally Heads Hart & Crouse Company

James J. Lally, for the last two years vice-president and general sales manager of The Hart & Crouse Company, Utica, N. Y., has been elected president of that company, succeeding Merlin K. Hart, resigned. Emmett J. Soder, with the Utica office of the company since 1917, most recently in charge of the office and manufacturing, has been elected vice-president and treasurer.

Joins Paul D. Hagan Agency

P. W. Nickel, for over four years advertising manager of the Corduroy Tire Company, Grand Rapids, Mich., has joined Paul D. Hagan, Inc., advertising agency of that city.

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Hoosiers are homefolks . . .

and in the Indianapolis
market The News
is the *home* paper.



OVER 140,000 CIRCULATION
97% HOME DELIVERED

The
INDIANAPOLIS NEWS
Sells The Indianapolis Radius

DON BRIDGE, Advertising Director

New York: DAN A. CARROLL 110 East 42nd St.	Chicago: J. E. LUTZ Lake Michigan Bldg.
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"The most outstanding in our entire business"

—says Alfred M. Bedell

President, The Bedell Fashion Shops

"The Bedell Shops, and particularly the New York store, have just enjoyed the most outstandingly successful 'National Week of Sales' in their entire history. On the opening day of this semi-annual event all previous records were completely shattered, in point of attendance, gross volume, number of individual transactions. That we are highly gratified with this happy result is no secret . . . particularly since it stands out as the crowning achievement of a period when our business has increased steadily, day after day, week after week. ▲ ▲ ▲ The New York Evening Journal has worked hand-in-hand with 34th Street—carrying its thrift message into millions of homes. We can trace the satisfying and consistent increase in our business, in marked degree, to the influence of the Evening Journal. Frankly, it has been a great factor in our growth—specifically, in the success of Sales Week."

+++

The Bedell Company have advertised regularly and consistently in the New York Evening Journal for over 20 consecutive years. This dominant evening newspaper has been the backbone of their advertising. During 1929, for example, the Bedell Company used 50% more advertising in the New York Evening Journal than in

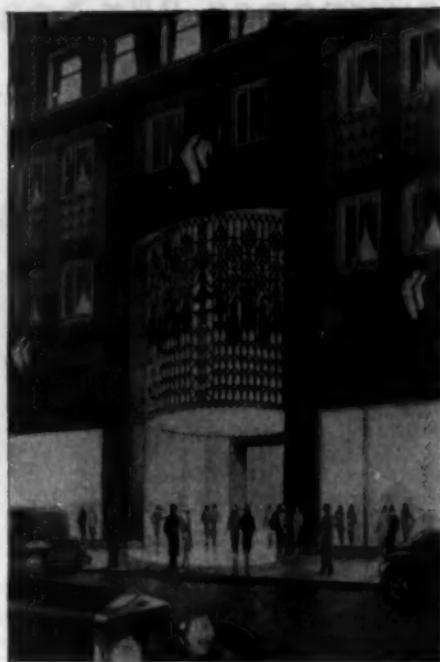


NEW YORK

MAIN OFFICES EAST

REPRESENTED NATIONALLY THE RO
NEW YORK CITY, International Magazine Building BOSTON
ROCHESTER, Temple Building BOSTON
PHILADELPHIA, Fidelity Philadelphia Trust Building BOSTON

Successful week of sales in history"



W YORK BEDELL

Cathedral of Fashion"
THIRTY-FOURTH STREET
NEAR FIFTH AVENUE

any other New York morning, evening or Sunday newspaper. They used over 12,500 lines of advertising in the New York Evening Journal featuring "BEDELL NATIONAL WEEK," or 59% more than was used in any other New York newspaper for this unusually successful event. The Bedell Company have concentrated a great bulk of their advertising dollars in the dominant evening newspaper because their experience has proved that the New York Evening Journal produces the greatest returns in profits for them.

NEW YORK EVENING JOURNAL

MAIN OFFICES 40th ST., NEW YORK CITY

ED NATIONAL THE RODNEY E. BOONE ORGANIZATION

Magazine Building CHICAGO, Hearst Building . . . DETROIT, General Motors Building

Empire Building BOSTON, 5 Winthrop Square

Chicago Trust Building PACIFIC COAST REPRESENTATIVE, H. H. Cooley, 5 Third Street, San Francisco

We Want the HOME Newspaper, Mr. Space Buyer



Place: The conference room of a leading manufacturer.

**Agency
Executive:**

Now I will read you gentlemen the list of newspapers we're going to use in this campaign. (Begins to read.) Boston—New York—Philadelphia—Cleveland—Detroit.

**Detroit District
Manager:**

Just a minute, Mr. Jones. I want *The News* in Detroit.

**Agency
Executive:**

Why, Mr. District Manager?

**Detroit District
Manager:**

Because it's the HOME newspaper and that's the place where we sell our goods.

N. B. This is not an imaginary scene, but an actual occurrence that indicates what your Detroit sales representative thinks of the pulling power of *The Detroit News*.

The Detroit News

New York Office: THE HOME NEWSPAPER Chicago Office:

I. A. Klein, Inc., 50 E. 42nd St. J. E. Lutz, 180 N. Michigan
400,000 Sunday Circulation—340,000 Weekdays

Potatoes Are Packaged—And Sales Double in Fifteen Months

The 25-Cent Package Has Been So Successful That a Larger Carton Is Being Introduced

AND a quarter's worth of potatoes!"

Stanley Ballard, president of the Hy-Land Sales Company, Seattle, Wash., analyzed a series of retail grocery stores, and discovered that this was how potatoes were purchased. Moreover, his analysis

tioned above—the "quarter's worth" idea. No matter what the current market price is, the Hy-Land package always sells for 25 cents. The poundage indicated on the outside of the package varies according to the market and seasonal trends. The package, which be-



Convenient Cartons Are Now Being Used Containing Fifteen and Twenty-five Pounds of Hy-Land Potatoes

yielded the further information that neither the grocer's clerk nor the grocer's customer knew very much about potatoes. They were just potatoes—a very necessary but lowly endowment of nature. And utterly nameless.

He decided that his company would stand to increase its potato turnover if it could identify its highly graded stock in the public mind. So he packaged his potatoes. Fifteen months ago, the potato packaging and merchandising program was launched, and it has succeeded in doubling sales.

There are a number of interesting angles to the situation, as met and worked out by the Hy-Land company, not only because the potato has been long classed among the un-packagables, but because of the principles involved.

The Hy-Land package was adapted to the buying habit uncovered in the investigation men-

longs to the bag family, but is sealed and equipped with a handle, is produced in various sizes, so that the package is always full. Last summer, at the start of the new potato season, the bag was very small, to accommodate the small number of pounds sold for a quarter. In February, again, the package was considerably larger, but buyable for another quarter.

At first the grocer looked askance at the packaged potato line. "I can't sell them. They're too high priced. My customers won't pay 25 cents for six pounds of packaged potatoes when they can get nine pounds unpackaged for the same money."

However, the salesmen succeeded in generally introducing the line among retailers, in spite of resistance, by pointing to the merchandising and advertising program coincidentally launched, and explaining the selling psychology of

the idea. And once the packaged item was placed in stock, customers continued to ask for it, so that in each instance the line has "stayed put" in spite of the grocer's first doubts.

The advertising was not controversial. It took no issue with unpackaged potatoes. It stressed the point that Hy-Land packaged potatoes are extra-selected, supergraded, and that they come to the housewife *clean*, and without waste. They are uniform, dependable, guaranteed.

Once the grocer has found that the package sells, he is glad to cooperate for another reason: The time element. The package saves a lot of weighing time.

Now the company is preparing to follow up its quarter-size package by inducing the housewife to purchase in larger quantities. It logically figures that the 25-cent size customer it has been serving satisfactorily for fifteen months will buy in fifteen- and twenty-five-pound quantities just as readily—and use more potatoes. Convenient cartons are now being put on the market, containing fifteen pounds and twenty-five pounds respectively of the same Hy-Land selected potatoes. These cartons are also equipped with a handle for convenient handling and carrying and are sealed.

The packaging program has introduced a need which was not felt before. Various grocers have relayed complaints that the potatoes disintegrated during the process of boiling. Investigations revealed that many housewives do not know how to prepare the lowly spud. They start to cook it in hot water, for instance, when to begin it in cold water is the proper method. Naturally, the hot water cooks the outer surface quickly, with the result that it is done before the center, and becomes "mushy" while waiting for the center to get done. It is a fact, states Mr. Ballard, that the packaged product involves customer education, for it will get a "come-back" where the unidentified line will not. However, the education is worth the price, for it builds prestige and sales at the same time that it educates. It

focuses the customer's interest on the brand.

The Hy-Land company finds that its future advertising must take the educational trend, both in art of preparation, and in the use of the potato in interesting recipes. Packaging, the way it has worked out with this company, is one good thing which must be followed by another equally good.

Now with Cotton Textile Merchants of New York

Norman E. White, for the last two years editor of the *Glass Container*, New York, official publication of the Glass Container Association of America, has resigned to become assistant secretary of the Association of Cotton Textile Merchants of New York. Mr. White is succeeded as editor of the *Glass Container* by C. G. Hicks, who has been assistant editor.

Acquires the "Aroostook Pioneer"

Bernard E. Esters, formerly with the Boston office of the Macfadden Publications and, more recently, advertising and sales promotion manager of the Hartman Shoe Company, Haverhill, Mass., is head of a group of business men who have acquired the *Aroostook Pioneer*, published by the Pioneer Publishing Company, Houlton, Me.

Combines Circulation with "Good Stories"

Modern Homemaking has discontinued publication and has combined its circulation with *Good Stories*, of the Vickery and Hill List, which includes *Good Stories* and *Hearth and Home*. The Vickery and Hill List is published at Augusta, Me., with advertising headquarters at New York.

Joins International Visible Systems

Max Hopkins, formerly general manager of the Cincinnati Art Publishing Company, Cincinnati, has joined the International Visible Systems Corporation, of that city, manufacturer of visible and loose leaf records, as sales promotion manager.

J. H. Riordan with Hollywood "News"

John H. Riordan, formerly with the New York office of M. C. Mogensen & Company, Inc., is now with the Hollywood, Calif., *News* in charge of national advertising.

Joins Fawn Studios

Walter Scott, formerly with the art department of Fuller & Smith, Inc., Cleveland advertising agency, has joined the Fawn Art Studios, Inc., of that city.

Tenth Year!

With the advent of June the Chicago Evening American entered its *tenth consecutive year* of circulation leadership in Chicago's evening field. It is already in its fifth year of leading its nearest competitor by over 100,000 copies daily.

In the first four months of 1930 the Chicago Evening American's average daily circulation was 574,575, and that of the second Chicago evening paper was 454,022—a difference in the Chicago Evening American's favor of 120,553. *For over four years the Chicago Evening American has led this second paper by over 100,000 copies daily.*

Beyond question the Chicago Evening American is Chicago's preferred evening paper. It has led its field too long and by too great a margin for that fact to be assailed.

CHICAGO EVENING AMERICAN

a good newspaper now in
its TENTH YEAR of
circulation leadership in
Chicago's evening field

National Representatives:

RODNEY E. BOONE ORGANIZATION

"Hay in the Barn"

By Wm. E. McFee
The American Rolling Mill Co.

TWO salesmen were discussing, pro and con, the merits of advertising, particularly that excellent business-builder, the house organ.

Discussion waxed hot, and finally one exclaimed: "Can you show me one single order our house organ has ever put on my order book?" But the second salesman was a bright fellow with a rapid-fire brain. In a flash, he shot back: "Can you show me one single load of hay the sun ever put in the barn?"

That's it! House organs, advertisements, sales letters—every variety of carefully planned and well-executed advertising—are beaming rays that warm prospects to the product or service offered by the advertiser. Without the efficient salesman, most advertising would be as helpless as a reed before the storm. Yet, working together, with an intelligent understanding of each other, they can sell anything meritorious under the sky, at a profit.

There was a time when shortsighted salesmen suspected advertising of encroaching upon their domain. Some even thought, as absurd as it sounds now, that advertising would one day deprive them of their jobs. In this enlightened day, however, the astute salesman sees advertising as his greatest ally and benefactor. And he uses it, not to "put hay in the barn," but to remove from his prospects the "greeness" of unfamiliarity and misunderstanding.

Los Angeles "Examiner" Appoints Thayer Ridgway

Thayer Ridgway, formerly classified promotion manager of the Los Angeles *Examiner*, has been appointed promotion manager of that newspaper.

Joins Erwin, Wasey

Rene Bugnon, formerly with the Far-West Lithograph and Printing Company, Seattle, has joined the staff at that city of Erwin, Wasey & Company, advertising agency, as production manager.

Rogers, Hinman & Thalen, Inc., New Advertising Business

Rogers, Hinman & Thalen, Inc., has been incorporated as an advertising business and holding company with offices at 67 Irving Place, New York. John L. Rogers, editor of "Who's Who in Advertising," is president of the new company. Dewitt J. Hinman, formerly with the Charles C. Green Advertising Agency, Inc., New York, is vice-president and treasurer, and Walter Thalen, for some years in charge of circulation of the *Outlook*, is vice-president.

As an advertising business the company will specialize in publishers' accounts. As a holding company the concern will control and operate the Rogers Publishers Service, the Booklovers' Surprise Packet, the Thalen Mailing Service, Hinman's Mailing Lists, John L. Rogers, Publisher, Rogers Readers Library and The Advertisers' Guide, a syndicate service.

"The Forum" Buys "Century Magazine"

The Forum, New York, has purchased the *Century Magazine*. Both publications will appear as one under the title, *The Forum and Century*, with Henry Goddard Leach, editor of *The Forum*, directing the joint venture.

The Century Magazine was founded in 1870 by Dr. J. G. Holland and Roswell Smith, with the backing of Charles Scribner. It was first called *Scribner's Monthly* but, in 1881, Dr. Holland bought out the Scribner interests and the name was changed to the *Century Magazine*. *The Forum* was founded in 1886 by Isaac L. Rice. Since 1923 it has been under the editorial control of Mr. Leach who states that the present policy of *The Forum* will undergo no change through its absorption of the *Century Magazine*.

Montgomery Ward May Sales Show Gain

Montgomery Ward & Company report sales for May of \$25,050,304, an increase of \$5,170,500, or 26 per cent over May, 1929. For the first five months of 1930, sales were \$106,195,803, an increase of \$5,341,902, or 5.3 per cent over the corresponding period of 1929.

Black & Decker Appoint Van Sant, Dugdale & Corner

The Black & Decker Manufacturing Company, Towson, Md., portable electric tools, has appointed Van Sant, Dugdale & Corner, Inc., Baltimore advertising agency, to direct its advertising account.

Schavolite Golf Account to Addison Vars

The Schavolite Golf Corporation, New York, manufacturer of golf clubs, has appointed the New York office of Addison Vars, Inc., advertising agency, to direct its advertising account.

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I T H A P P E N S repeatedly.

People tell us that they follow our advertising with interest. They admit that they have it in mind sooner or later to get in touch with us about their printing. And very often they do this very thing, and then we are *all* happier.

But how do we know how many excellent prospects there are, right in New York City, who make this excellent resolution, and then just procrastinate? So many of us are human!

At any rate, we dedicate this advertisement to those lingers on the path of dalliance who still remain outside the fold.

Do, do something!

461 EIGHTH AVENUE, NEW YORK

Do Something!

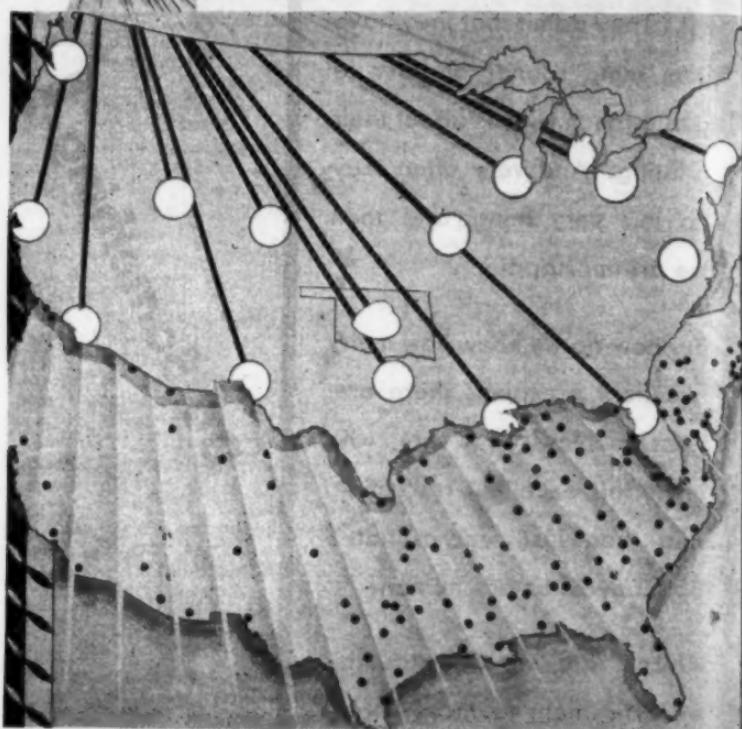
PRINTING CRAFTS BLDG.

**CHARLES
FRANCIS
PRESS**

June 5, 1930

June 5

100% DISTRIBUTION SELECTIVE SELLING



Those who build markets on the 100 per cent. distribution plan will find:

The Oklahoma City Market is one of the richest areas in America in response to advertising; one of the most satisfying in maximum returns at minimum cost, and one of the easiest to travel and to ship to. In this Market the 100 per cent. distribution plan is matched

**THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES**
THE OKLAHOMA PUBLISHING COMPANY
• THE OKLAHOMA FARMER-STOCKMAN.

E. Katz Special Advertising Agency New York, Chicago, Detroit, Atlanta, Kansas City, Dallas, San Francisco

No matter which camp you follow - the Oklahoma City Area is an

IDEAL MARKET

by the circulation of the *Oklahoman* and *Times* which, thoroughly and alone, covers the 68-mile Oklahoma City Market, giving advertisers a medium of single effectiveness at one low cost.

Those who favor "selective selling" and believe that 59 areas in the United States have about 73 per cent. of the buyers, and who concentrate their marketing efforts in those areas will find:

The Oklahoma City Market one of the "red" areas — a first choice market — in their plan of national distribution.

The Oklahoma City Market is the largest of Oklahoma's three major markets, and it ranks first in area, population, spendable income, merchandise outlets, transportation facilities, and all other essential indicia that define an area as the leading, most desirable sales territory in its State.

The Oklahoma City Market also is the third largest in area and second largest in population among all 18 cities in the United States of 150,000 to 200,000.

The milline cost of the *Oklahoman* and *Times* is 7.6 per cent. lower than the average of newspapers in the same group of cities. In the Oklahoma City Market the *Oklahoman* and *Times* give advertisers 6,885 more circulation daily, at one-half the cost, than all other 18 dailies combined, including the third Oklahoma City newspaper.

The Oklahoma City Market is ALWAYS a good market to cultivate — and keep. The *Oklahoman* and *Times* will do BOTH jobs for BOTH schools of marketing superlatively well at ONE low advertising cost.

*covered thoroughly
and alone by these
two newspapers ...*



When all the shouting
dies down
and all the smoke
clears away
and all the
figure wizards
wiz,
one fact still remains
crystal clear
You cannot cover
the Detroit market
without
The Detroit Times

"THE TREND IS TO THE TIMES"

Represented nationally by the RODNEY E. BOONE ORGANIZATION

Will the Law Protect an Advertising Style?

By John C. Pemberton

Of the New York Bar

[EDITORIAL NOTE: A letter recently received from the Federal Advertising Agency brought up the question of protecting an uncopyrighted advertising style. The letter stated: "In a case where another jeweler used the 'sculpture' technique that has become also a trade-mark for Udall and Ballou, New York jewelers, he readily agreed to stop it on ethical grounds; but his attorneys have manifested a real interest in the legal aspects of the situation."

The inquiry requested information specifically concerning "the legal phases of one advertiser's attempt to stop another advertiser from using a technique similar to his own, in a case where his own technique is so outstanding and unusual as to acquire a trade-mark significance."

A Udall and Ballou advertisement is reproduced with this article so that a clear impression may be had of the type of advertising that forms the basis of this discussion. The article itself is not intended to answer directly the question of the measure of legal protection which may or may not surround Udall and Ballou's advertising. Its object rather, is to discuss, in a general way, some of the legal principles governing the protection of an advertising style.]

IT is every man's right to be protected against those who would injure him by fraudulent methods or means. Hence, if we may assume that the style of sculpture technique referred to above has been used and advertised long and widely enough to suggest Udall and Ballou's jewelry to the purchasing public or to the trade, there is a strong probability that imitation of this form of advertising by another would be enjoined.

Equity will not concern itself about the means by which fraud is done. It is the results arising from the means, it is the fraud itself, with which it deals. The foregoing principles of law do not apply alone to the protection of parties having trade-marks and trade-names. They reach away beyond that, and apply to all cases where fraud is practiced by one in securing the trade of a rival dealer, and these ways are as many and as various as the ingenuity of the dishonest schemer can invent. (Weinstock Lubin Co. v. Marks, 109 Cal. 529).

Whether or not jewelry so advertised has actually come to be recognized as that and that only of Udall and Ballou—is of course a question of fact which would of necessity have to be proved to the satisfaction of the court from whom relief might be sought. There must be deception in fact (or at least reasonable probability of deception in the mind of the court), and in the case of an advertisement, this is not always such an easy matter to establish, since more often than not, one must read the advertisement to become acquainted with the article advertised and to know the name and address of the advertiser.

What, then, is the position of the advertiser who is unable to prove in court that imitation of his advertising style involves what are known as "the usual elements of unfair competition?"

Review this Udall and Ballou incident briefly. Here is a New York jewelry firm with a widespread reputation. It evolves an advertising style of genuine distinction. Another jeweler comes along and uses a similar "sculpture technique" to advertise a line of related merchandise.

Now bear in mind that this other jeweler does not imitate the Udall and Ballou name. He does not imitate any trade-mark. All that he does is to use an advertising style employing a "sculpture technique" similar to that used by Udall and Ballou over a period of time.

The question arises: How does this imitation affect Udall and Ballou? After all, to the casual reader, the advertisement of the imitator may leave an impress as having been the advertisement of Udall and Ballou. The general public is notoriously slipshod in its reading. Those people who might be looked upon as prospective customers of Udall and Ballou, and

who have observed their advertising over a period of time, have probably reached the stage where their eyes no longer take in the Udall and Ballou name when they see one of that firm's advertisements. As a consequence, when they see a similar piece of copy used by an imitator, they are more likely than not to conclude that it is a Udall and Ballou advertisement. *They may even go to Udall and Ballou for merchandise featured in the imitator's advertisement,* still under the impression that the advertisement had been that of Udall and Ballou.

Apparently, there is nothing here involving "the usual elements of unfair competition." Are we to conclude, then, that unless harmful deception and loss can be proved there is no protection for an advertising style?

In the Tecla case, decided by the Court of Appeals of this State a year or more ago, the use by defendant, Salon Tecla, Ltd., of the peculiar and characteristic script long employed by plaintiff, Tecla Corporation, was prohibited to defendant on the ground that it probably "suggested to the public identity of origin or management."

On the other hand, the United States Circuit Court of Appeals for the Eighth Circuit declined in a case before it to enjoin an advertisement showing an illustration of a woman by an oil stove (alleged to be an imitation of plaintiff's engraving) on the ground that "the similarity was not such as to mislead."

Within the last year the United States Circuit Court of Appeals (New York) denied an injunction to the well-known manufacturer of silks, Cheney Brothers, against a defendant who had copied one of Cheney's popular patterns or designs and undercut its price, the court saying that there was no such thing known to the law as "a sort

of common-law patent or copyright for reasons of justice, though it would seem as if the plaintiff had suffered a grievance for which there should be a remedy, perhaps by an amendment to the copyright law, assuming that this does not already cover the case, which was not urged here. It seems a lame answer in such a case to turn the



*Ingenious and lovely are these
Udall and Ballou clip pins that will also sleep
their beauty into a single branch . . . lingerie and round
diamonds . \$2.50-\$3. The star suffrage ring, with lingerie diamonds . \$2.50.*

Udall and Ballou
CONFIDENTIAL IMPORTERS INC.
25th Avenue at 57th Street

This Article Discusses the Protection of an Advertising Style Such as the "Sculpture Technique" of This Advertisement

injured party out of court, but there are larger issues at stake than his redress. Judges have only a limited power to amend the law, even though there may be a hiatus in completed justice." Nevertheless, to adopt a well known lawyer's comment on this case—authorities are not lacking which would have justified the protection of Cheney's patterns, after they had been in use long enough, so that the goods manufactured in these patterns had come to be identified by the patterns themselves as the goods of Cheney.

Again, the United States Circuit

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NEARLY five-sixths of the total daily circulation of The Free Press is concentrated within the local Detroit trading area as defined by the Audit Bureau of Circulations. This is a greater concentration of circulation than that of other large metropolitan morning newspapers.



FURTHERMORE, the position of The Free Press in the Detroit area is an exclusive one, insofar as advertising efficiency is concerned. It is the only morning newspaper in the field and

has no other competing factor for attention.



THE Free Press offers every-other-home coverage through which sales appeals may be directly made to the purchasing power of this market, without waste. Here is the proved opportunity of selling where buyers are—of doing business now where business can now be done.

The Detroit Free Press



VERREE &
National

CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

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Court of Appeals for the Third Circuit, in a case (*Rosenberg Brothers v. Elliott*, 7 Fed. (2d), 962) involving "Fashion Park Clothes" had the following to say:

In this case it appears that the complainant spent a great deal of money in advertising its goods. It took two forms: One, full page advertisements in *The Saturday Evening Post* showing a young man of athletic type dressed in what it regarded as excellent taste and wearing a hat or cap, standing out against a red background; the other form was the same advertisement on cardboards placed in the windows of retail dealers. * * * After the complainant had advertised its wares in this way for ten years, a firm of hat makers advertised their wares by window cardboards showing an athletic young man, stylishly dressed, wearing a hat or cap, standing out against a red background which differed from that of the complainant's only in tint, discoverable only by placing the cardboards side by side. * * *

Thus it appears that the complainant advertised its clothing by the picture of a man wearing clothes and a hat or cap, and the respondent advertised his hats and caps by the picture of a man wearing a hat or cap and clothes, both employing the same color scheme. Of course we do not hold that a trader may monopolize the figure of a man or that he may monopolize a particular color, yet it happened that in the color, wording and general design of the two advertisements there was nothing by which a casual purchaser could readily distinguish one from the other. *Although there is no testimony that a purchaser was so deceived, we are of the opinion that the advertisements tend readily to deceive the public* * * * There is no evidence of lost sales in this case.

None the less, an injunction was granted.

However, even in the absence of proof of "*the deception of the public or the reasonable probability thereof*," Judge Woolley in the following quotation from the preceding case, suggests that unfair competition may be found to exist by the courts and relief granted:

A controversy runs through the books as to whether deception of the public is a ground or merely a test of trade-mark infringement and *unfair competition*. That deception of the public is a ground for protection undoubtedly has historical justification. "*Deceit of the public*" as a basis of trade-mark law may be traced to the regulatory and compulsory nature of trade-marks in the early days of guild life and followed down through the cases to

the present time. Whether deception of the public be a substantive ground or an evidential test of trade-mark infringement (and of unfair competition) it is, without doubt, a factor which enters into every court's consideration of what it shall find to be dishonest and unfair dealing and of what it shall require for the protection, not only of the owner whose trade has been hurt but of those constituting the public who have been, or may be, deceived by the wrongful use of a valid trade-mark or by unfair acts and practices.

It will therefore be seen that each particular case of this nature can only be decided upon its own particular facts.

To the argument that Udall and Ballou have nothing to complain of, unless they are able to show that another has diverted sales from them by an unauthorized use and imitation of their peculiar and distinctive "sculpture technique" style of advertising—the following extracts taken from the opinion of Judge Learned Hand in a recent suit instituted by Yale Electric Corporation, appear to be more than a complete answer:

"It was at first a debatable point whether a merchant's good-will, indicated by his mark, could extend beyond such goods as he sold * * * However, it has of recent years been recognized that a merchant may have a sufficient economic interest in the use of his mark outside the field of his own exploitation to justify interposition by a court. His mark is his authentic seal; by it he vouches for the goods which bear it; it carries his name for good or ill. If another uses it, he borrows the owner's reputation, whose quality no longer lies within his own control. *This is an injury even though the borrower does not tarnish it, or divert any sales by its use, for a reputation like a face, is the symbol of its possessor and creator, and another can use it only as a mask.*"

Certainly, if Udall and Ballou's universally recognized "sculpture technique" is used by another, these "jewelers since 1888" cannot vouch for this other's wares so advertised in imitation of theirs, "whose quality no longer lies within their own control." Most cer-



Editorial ACCURACY Alone Does Not Make a Successful Magazine

**But, ACCURACY is one
reason for the success
of NATION'S BUSINESS**

Careless writing, slipshod figures, approximate quotations, half truths and guessed-at facts have no place in Nation's Business. Every article is checked and rechecked until entirely accurate.

For instance . . .

An article called Combing the World for Drugs, although written by an authority on the drug trade, was referred to experts in the Pure Food and Drug division of the United States Department of Agriculture, before publication. An article predicting houses built and furnished of synthetic materials was checked for plausibility by Harrison E. Howe, editor of Industrial and Engineering Chemistry.

Typical examples of the constant care Nation's Business editors exert to keep their articles accurate.

NATION'S BUSINESS • Washington • DC



BALTIMORE BUYS M

* NEW car sales in Baltimore for April increased 9 per cent. over April, 1929 . . . Baltimore, among twenty large cities, alone shows an increase for April and for first 4 months of 1929 . . . This normal response to automobile advertising testifies to above-average business activity in Baltimore.

THE SUNPAPERS in May

Daily (M. & E.) 303,552

5,903 Gain over May, 1929

*Based on the official report of new car sales registrations, issued by National Association of Automobile Show and Association Dealers.



'S ME AUTOMOBILES



THE
MORNING



SUN
SUNDAY

NEW YORK—John B. Woodward, Inc.

DETROIT—Joseph R. Sclaro

SAN FRANCISCO—C. George Krogness

CHICAGO—Guy S. Osborn, Inc.

ATLANTA—A. D. Grant

24,000,000 Pounds of Coffee for Northwestern Agropolis

TWENTY-FOUR million pounds of coffee—over a billion cups—are consumed annually in the largest residential section of the Northwest—the farm homes.

These 343,738 big farm families comprise 51.2 per cent of the population of the entire territory.

Eighty-five per cent buy their coffee in trading centers of 2,500 population or less. The merchants in these towns are largely dependent upon farm trade and base their purchases upon farm demand.

There are more homes on country highways here than in all cities and towns combined. THE FARMER has a larger circulation (262,000 homes) than any other publication of any kind in the territory.



Saint Paul, Minn.—Telephone Cedar 4141
Minneapolis, Minn.—Telephone Main 6700

New York Office
Wallace C. Richardson,
INC.
250 Park Avenue
Telephone: Eldorado 2044

Chicago Office
Standard Farm Papers,
INC.
Daily News Building
Telephone: Central 3407

tainly it would seem as though this merchant had "a sufficient economic interest" to prevent such advertising imitation, even though no sales were diverted thereby. For by reason of their ingenious, attractive and persistent manner and style of advertising their merchandise in association with this "sculpture technique," it has become "the symbol of its possessor and creator and another can use it only as a mask."

There, perhaps, lies the best argument of the advertiser whose advertising style is imitated. He may be unable to prove actual deception. He may be unable to prove that sales have been diverted. He should, however, be able to prove that his advertising style has become a symbol that identifies him and him only and therefore *its imitation by another places in the hands of the imitator an instrument which may be used to harm the originator.*

Suppose, for example, that the firm that imitated Udall and Ballou's advertising style featured cheap imitation jewelry or jewelry of a much lower price range and quality than that sold by the latter. Would not that be harmful to the reputation of Udall and Ballou—a reputation which their advertising style symbolizes? Isn't it easy to think of other uses to which an advertising style might be put by an imitator that the originator would never countenance in his own advertising?

For many years our courts have consistently held that

Money invested in advertising is as much a part of a business as if invested in buildings or machinery, and when goods of a manufacturer have become popular, not only because of their intrinsic worth, but also by reason of the ingenious, attractive and persistent manner in which they have been advertised, the good-will thus created is entitled to protection against unfair competition.

A discussion of any phase of unfair competition without reference to the views of Harry D. Nims, author of the standard work on unfair competition, would appear incomplete. In connection with the subject at hand, the following quotation from his latest

work (1929) should prove of interest to all.

"Most of the cases in which the imitation of advertisements has been condemned have involved the usual elements of unfair competition; that is, they involved a tendency to mislead purchasers and to pass off goods. But there is a question whether, short of this, there may not be an inequitable appropriation of the benefit of advertising which is unfair. * * *

"The equitable theory of unjust enrichment may afford a proper basis for the development of protection of this sort. Certainly public policy would seem to accord with any enlargement of the protection accorded to invention and initiative in the creation of new and more effective methods of distribution of merchandise. Under the present conditions there exists a lamentable lack of protection of invention in development of advertising ideas and of designs used in merchandising. Better protection than we now have is necessary properly to encourage invention in this field."

Perhaps it would be impossible to find a more all-inclusive expression of the law of any form of unfair trade than the following by Judge Hand:

"The law of unfair trade comes down very nearly to this—as judges have repeated again and again—that one merchant shall not divert customers from another by representing what he sells as emanating from the second. This has been, and perhaps even more now is, the whole law and the Prophets on the subject, though it assumes many guises."

Enginite Account to Doyle, Kitchen & McCormick

The Industrial Refining Company, New York, has appointed Doyle, Kitchen & McCormick, Inc., advertising agency of that city, to direct the advertising of Enginite, a motor water system cleaning fluid. Newspapers and magazines will be used.

Appoints Jerome B. Gray

Owen Osborn, Jr., Philadelphia, has appointed Jerome B. Gray, advertising agency of that city, to direct the advertising of Sockettes, a golf sock. Golf magazines will be used.

Selling Through the Grocer

A field in which this agency has had
long experience

THE experience gained from long association with such national successes as "Palmolive," "Quaker," "Sunkist," and others in the grocery field forms a part of that large storehouse of knowledge which this agency has accumulated over many years.

This storehouse of knowledge, based upon contact with not one but many leaders in widely diversified lines, is at the disposal of the manufacturer of a non-competing line who brings his problem here.



*Clients of Lord & Thomas and Logan
in the grocery field*

CALAVO GROWERS OF CALIFORNIA
Calavos

CALIFORNIA FRUIT GROWERS' EXCHANGE
Sunkist Oranges, Lemons, Grapefruit

CALIFORNIA OLIVE ASSOCIATION
Ripe Olives

COLGATE-PALMOLIVE-PEET COMPANY

*Palmolive Soap, Super Suds, Crystal White,
Peet's Granulated, Octagon Soap Products*

CHARLES E. HIRES COMPANY

Hires Rootbeer, Hires Ginger Beer, Hires Birch Beer

JELL-WELL DESSERT COMPANY

Jell-Well Desserts

ROBERT A. JOHNSTON COMPANY

Johnston's Chocolate Flavored Syrup, Johnston's Cocoa

KWIK-SET, INC.

Kwik-Set Pectin Jelly

M. J. B. COMPANY

M. J. B. Coffee, Tree Tea

THE QUAKER OATS COMPANY

*Quaker Oats, Quick Quaker, Quaker Puffed Wheat
and Puffed Rice, Quaker Farina, Quaker Crackers,
Pettijohn's, Mother's Oats*

SAWYER BISCUIT COMPANY

SunWheat Biscuit

SUN-MAID RAISIN GROWERS' ASSOCIATION

Sun-Maid Raisins

WESTERN DAIRY PRODUCTS CO.

Arden Milk

LORD & THOMAS AND LOGAN**ADVERTISING**

CHICAGO

NEW YORK

LONDON

LOS ANGELES

WASHINGTON

SAN FRANCISCO

TORONTO

PARIS

MILAN

MONTREAL

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

Should Quotas Be Lowered When Business Slumps?

Does It Pay to Make a Drive for Volume When the Cost Is High?

By A. H. Deute

General Manager, The Billings & Spencer Company

LAST Saturday, shortly after noon a man approaching fifty came to our home. I had spent all morning talking earnestly with several of our men who have been finding it somewhat difficult to get the volume of business necessary to justify their salaries and traveling expenses. They had many good "reasons" to justify their expenses. There were all sorts of facts and figures about this or that plant running on part time and needing only half or less than half of its normal supplies. Newspaper clippings about many industries helped to justify their low volume.

But all the time these men had their pay checks and their expense checks snugly stowed away in their pockets. And because of the nature of things, selling costs are very, very high. When you divide the weekly advance by \$5,000 worth of business, it makes a nice percentage. But when you divide it by 5,000 excuses, boards of directors ask, "How come?"

So this kitchen utensil salesman who called at our house on Saturday afternoon was particularly interesting. Note, first, that it was on a nice, warm Saturday afternoon when most salaried salesmen go to ball games.

"Look here," I said to this utensil man, "don't let's waste your time on arguments for aluminum kettles. I'll buy some of them—we can always use a few more kettles—but do spend a little time and answer a few questions."

"First of all, is business ever bad with you, and if it is and when it is, what do you do? Is there a sales manager who writes you and wires you?"

"Yes, sir," he started in, "business is sometimes very bad with me. Just here lately I have run into some very bad spots. I boomed through 1929 in great

shape. Along toward winter I worked out a very attractive Christmas gift assortment and kept busy with it right up to Christmas. I'd been hearing a little something about stock market crashes and poor business, but last fall was all right with me.

"January was a poor month to be out in on account of the weather and I planned on easing off a little. But by February I found myself in one fine slump. And by March I knew I was in for some tough sailing. If I'd been working on a salary, it would have been a time of appealing letters from the sales manager. And I should no doubt have spent a good part of every day collecting arguments and excuses.

Not Many Pep Letters

"But nothing like that came in my mail. I did get a few pep letters from the house whose line I sell, but my house isn't given much to that sort of thing. They know that if we don't sell, we don't eat, and their job is to produce merchandise which is as easy to sell as possible.

"However, in lieu of snappy letters from the sales manager, I began to ask myself questions. And about six weeks ago I planned a sales convention. The convention date was set for Sunday and Monday. The attendance at the convention was limited to one—myself. I told my family I was taking two days off in the country, and off into the country I went. There's a little country hotel where I stop once in a while, and I went there and shut myself in.

"And then and there I took stock, checked up on things, and reorganized my sales department of one man.

"The section of the country in which I have always worked—

I've Just Taken on a Very Lovely Mess of Sunburn!

AT ONE of our many body-packed beaches. You know the picture: Girls. Guys. Gay goings-on galore. Sun. More sun. Umbrellas. Hot dogs. Grandmas. Grandpas. Pop. Sand. *Youth triumphant!* • • • My brother-in-law turns to me and says, "Look, Cicero, there's one of your *ultra-modern* Examiner readers with a portable radio to snare Amos and Andy out of the ether." Sure enough. There it was. And from then on we had an *earfull*. Ain't science wonderful? You *bet* it is! So *darn* smart, in fact, that unless I'm a poor prognosticator by next summer Roland, the brother-in-law, and I will be parked out on the beach lookin' and listenin' to *Television!* • • • Be that as it may, Radio is now cutting its teeth and 1930 is going to see it grow up into *some* kind of a contraption that will *see* as well as sing. Advertisingly speaking, the far-visioned radio makers who see the gigantic cash-drawer opportunities in *this* sales paradise will be the lads who will declare the fattest dividends. *If The Examiner does the job!* Get this: First four months 1930 we carried total radio 66,472 lines; second dawn-and-Sabbath paper got only 22,652! • • • Pass the Mentholatum, Mister Mayo. My dome is sizzling on all six! • • •

LOS ANGELES EXAMINER PUT YOUR MESSAGE BEFORE THE MODERNS

Northern New Jersey and a corner of Pennsylvania—was all that concerned me. I realized that men doing railroad work, men working in industrial plants and mills, were mainly working on part time. Many were out of work. No use fooling myself. I've got to work among people who have cash on hand—and if possible people who have the greatest real need for my line.

"So I decided that for the moment I'd look elsewhere than in the factory sections. In my section of the country there are parts where there is a heavy inflow of summer colonists. They start coming in May. They stay until September. They own little cottages or rent furnished places. In both cases, they generally need some extra kettles and things.

"There was my work for May and June. During May and June, while keeping busy on that trade, I'd plan my next two or three months' work. I haven't planned it yet, but I'm studying the next phase.

Specializing

"So now I'm just eating, sleeping, thinking and working the summer colonists in this part of my territory. I watch for the cottages to open and then I pounce in on them. I've stopped bothering about anything else now, except to do this job and get plans made for the next drive after that. In short, in two days I got myself organized. I stopped floundering around trying to dodge dull business. And now all I'm doing is just working."

Now that salesman had a brand of sales philosophy which should undoubtedly serve many another salesman in this year of business, 1930.

Organizing or reorganizing to meet the peculiar needs and conditions of the moment is one big job for the salesman and the sales manager to face.

Some months ago I wrote letters to a group of sales managers and asked them to tell me what they felt was going to be the outstanding sales problem of 1930. One of those men came out with a

thought which seems almost heretical, it is so refreshing. He wrote this:

"I think that the outstanding problem for the 1930 sales manager is going to be to develop real willingness to face facts as they are. All of us like to maintain the booster attitude and laugh at any thought of business problems.

"As a matter of fact, if it weren't for business problems—for sales problems—there wouldn't be any jobs for sales managers. The time is long past when the sales manager was just a paid booster and pep artist—a sort of cross between a real estate developer and a Y. M. C. A. secretary.

"The real job this year is so to organize sales effort that the best possible organization can be developed which will bring the volume of business at the best possible sales cost. Telling a board of directors or telling a group of salesmen that a given amount of business can be done in a given market, without definitely analyzing the facts, is merely foolhardiness. Sales managers aren't paid these days to hand out boundless enthusiasm and let it go at that. They are paid to be able to collect real facts, catalog them and plan the campaign based on those facts. There is no endless volume of business, any amount of which can be obtained by the sales manager noisy enough to seize it. There is a certain amount of business and the job is so to plan sales effort, in conjunction with production effort, to the end that it can be handled at a profit."

One of the fallacies of present-day business seems to be an unwillingness on the part of sales managers to admit, even to themselves, that for one reason or another orders are hard to get, commensurate with the volume of any other year. For so long sales managers have been nurtured on the policy that each year must show bigger volume than the year before that more than one sales manager has done his house a bad turn by merely trying to force the machine up over a hill in high gear, instead of being wise enough to



The Census Brings Us To Our Senses!

We underestimated our San Francisco popularity because we overestimated our San Francisco population. On the basis of pre-census estimates (700,000 and over) we could, and did, claim a Sunday city coverage of 5 families out of every 6. The new figures — 626,000 — show that the Sunday Examiner covers 19 San Francisco families out of 20.

The Examiner is now celebrating its 50th Anniversary, together with 36 years of consistent circulation and advertising supremacy, in this market 85% richer than the Nation's average.

SAN FRANCISCO EXAMINER

THE MAKE-UP OF THE BOSTON TRANSCRIPT

The Boston Transcript is utterly conservative in the typography of headlines. It has extra wide columns. Advertisements are built from all four corners. In fact, everything in the physical make-up of the Boston Evening Transcript tends to increase the visibility of the advertisements.

This, plus the character of its readers, gives the advertisements on its pages a unique effectiveness.

BOSTON EVENING TRANSCRIPT

1830 ← → 1930

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles Seattle

realize the steepness of the hill and slip into low gear.

"Yes, that's all right," a sales manager said to me when we were discussing this. "But if I'd go to my house and tell them that I expected to show a lowered volume of business in a given year, they'd tell me I was paid to get business, not to hand out condition reports."

Last night I had dinner with a New York banker and I told him of this article in preparation and the remark of this sales manager.

"Just how would you," I asked, "look upon the sales manager of a house in which your bank was interested, who definitely came out and admitted that he couldn't increase his volume over a year ago? Should a sales manager consider that he is doing his duty to his house by planning on a lower volume of business, thus practically admitting defeat in advance? Or should he put on a bold front, consider his job that of getting more volume or perishing in the attempt—that is, taking the chance of being dropped from his job because of failure to live up to his commitments?"

"It's an interesting question," the banker said. "From a purely banking standpoint, I'd say the sales manager's duty would be to state the case as he sees it. If his management feels that he is taking a pessimistic or back-sliding attitude and that that attitude is going to curtail sales through lack of enthusiasm and a willingness to be satisfied with smaller volume, he'd best maintain his own self-respect, in spite of any such feeling on the part of his company. Personally, I'd rather have a sales manager working for me who was willing to state the facts as he saw them than one who could do nothing but drive in blindly."

On the other hand, we both know a New York firm which has, over a period of several years, changed sales managers who failed to show increases in sales each year. Its theory is that the sales manager's job is to get more business—that it proposes to grow and it proposes to find men who can show that growth in sales.

Here we have the interesting

problem which confronts present-day sales management—shall the sales manager look to volume, at any cost, or shall he look to reasonable, attainable volume, at possibly much less selling expense?

Shall the sales manager aim at a mark so high that he himself questions its attainment, but aim at it nevertheless because his management expects that volume, or shall he content himself and the house with less volume, trying to get it at a sufficiently reduced cost to make it more attractive?

"Why not take a page out of the book of my aluminum man?" I asked a sales manager.

"That's fine," was his reply. "But you see, during the last year our plant has installed machinery and scheduled a flow of production which makes a certain minimum volume necessary. I don't mind saying that that minimum is about a third more than we can reasonably hope to get this year. But if we drop down a third in our volume, then the unearned burden or plant overhead, based on that equipment, will pile up tremendously."

"The house feels that we had better try to get that extra third, even if we only break even on it. It will earn the overhead, it will keep the organization together and it will give us such excellent distribution that we will keep the market saturated with our brand. And so we are going to try forcing the market. Personally, I know we'd show a much better sales profit if we contented ourselves with lower volume at a much lower sales expense. However, there are other factors."

On the other hand, there is the very interesting case of a plant in Syracuse which found itself some time ago burdened down with a mass of machinery and equipment beyond any present-day need. Working to keep that machinery busy meant simply taking a large volume of business at a figure so close that many orders were filled at a loss. It called for the maintaining of a sales force which ran the gross selling expense into very high figures.

This plant analyzed its sales situ-

ation this way: "We can reasonably expect to get a certain volume of business. Let's plan our immediate organization accordingly. And let's build up from there, as business conditions justify."

That particular plant did that, and within three months changed from a steady loss to a satisfactory profit.

"That's fine," one might say, "but if you don't keep in touch with your trade even when they can't buy much, the man who looks further ahead will keep right on calling on that trade and before you know it he'll be entrenched. In this business of manufacturing and selling, we can't look to any one year. We can't think just of the season we are in."

And that's right, too. All of which brings us to this: Just what is our business program for 1930 and 1931 and for the years to come?

Sales management is today so closely interwoven with production management and financial management that the time has come when the sales manager must be at least a sympathetic production manager and the production manager must be sales-minded, while the financial management is coming more and more to realize its responsibility to both manufacturing and selling.

Aren't we coming to the time when there will be more little conventions, off in some quiet corner, away from the offices, where three or four men, representing the three major subdivisions of business can get together and do a little quiet planning?

Appoints Lyddon, Hanford & Kimball

The Paraxin Plate Company, Inc., Rochester, N. Y., non-metal printing plates, has appointed the Rochester office of Lyddon, Hanford & Kimball, Inc., advertising agency, to direct its advertising account. Business papers will be used.

Appoints Advertisers' Service

The Plastic Products Company, Milwaukee, has appointed Advertisers' Service, Inc., advertising agency of that city, to direct its advertising account. Middle Western newspapers will be used in a campaign on garden furniture. Architectural papers will also be used.

A Manual of Accuracy for Advertisers

UNDER the title, "Book of Accuracy for Advertisers," the Affiliated Better Business Bureaus, Inc., which serves as a clearing house organization for the various individual units of the Better Business Bureau system, has issued a manual of definitions and principles involving the accurate use of descriptive phrases, price comparisons, free trials, guarantees, testimonials and other phases of national and retail advertising.

The book—some thirty pages—is offered "as a help and guide to advertisers of merchandise and service, with the realization that changing conditions and experience with the applications of the recommendations will from time to time make revision necessary." In other words, it is offered as an initial, though by no means final, manual of those principles and practices which lead to fairness and accuracy in advertising and selling.

In addition to sections on General Recommendations, Recommendations for Classified Advertising, Standards for Radio Advertising and a list of those industries which have held Federal Trade Commission conferences, the manual contains specific recommendations for thirty-two separate lines of merchandise, such as rayon, refrigerators, women's wear, jewelry, automobiles, real estate, etc.

Quite naturally, it is largely concerned with those practices which, in the experience of the individual Bureaus have been most often subject to abuse. In other words, it is an attempt to consolidate, and make nationally available, the many standards which have been worked out by local Bureaus. As such, it is the first move in the direction of formulating a national and specific code for honest and accurate advertising.

Appoints Grace & Holliday

The Private Editions Company, Inc., Chicago, has appointed Grace & Holliday, New York and Detroit advertising agency, to direct its advertising account.

Largest Morning Circulation on Pacific Coast

The Los Angeles Times issues no late afternoon or early evening editions. More than 98% of its total daily circulation is straight morning circulation nearly all of which is delivered to homes by carrier. 92% of The Times 40-mile circulation is distributed by its own carriers, and 5% by independent carriers and dealers, *the highest home-delivered ratio of any metropolitan newspaper in the United States.*

Times morning leadership consists of something far more than mere numerical supremacy. When this circulation is translated into people and purchasing power, its relative magnitude is overwhelming. Copies of The Times go directly to the home and are read by all the members of the family—fathers, mothers, sons and daughters. A large percentage of the next morning circulation is street sales, and since morning street sales are made to people who are on their way to work, such copies *never are seen by the family at home.*

Growth and Trend for Past Two Years

Notwithstanding the substantial character of The Times circulation and its absolute freedom from unwarranted extras, off-hour editions and other forms of inflation, sworn circulation statements show that—

TODAY the Los Angeles Times has 16,000 MORE daily circulation than it had two years ago!

TODAY the second morning paper has 1,967 LESS daily circulation than it had two years ago!

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co., 369 N. Michigan Blvd., Chicago, 285 Madison Ave., New York. *Pacific Coast Representative:* R. J. Bidwell Co., 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

Ten Up and Eight to Go

ADVERTISING is very much like that," a business man said at lunch, apparently apropos of nothing at all. For the discussion had been about athletes and their writing. Whether lanky Bill Tilden, of Philadelphia, and stocky Bobby Jones, the Atlanta lawyer, should write and whether they wrote well. The man who thought Bobby Jones ought to write because it improved his game, and quoted the *New Yorker* to that effect, brought forth the remark from his companion on advertising.

It seems that when Bobby sits down to write about the game he has just played, it makes him study his strokes that much more carefully and results in continually improving a game that seems not to need improvement.

The manufacturer saw in his own recent experience a comparison with this phase of Bobby Jones' game. An advertising agent had written an advertising campaign about his products that made them step up quite considerably. The study made by the agent and the copy he prepared had the same effect upon the manufacturer as Bobby Jones writing about his own game. It made him study his line more closely. He found then that he had not a family of 126 products, but 126 separate and distinct orphans tied together by no real identifying label or mark. Writing about the line resulted in a tie-up label, redesigned packages, and a general toning up of appearance and usefulness.

"If you want to improve a game or a line, write about it," said the manufacturer. "I'm on my way to beating competition ten up and eight to go."

Form The Lewis-Waetjen Agency, Inc.

The Lewis-Waetjen Agency, Inc., has been formed at New York, with offices at 18 East 41st Street, to take over the advertising business formerly handled by the advertising department of the American Medical Publishing Company. M. M. Lewis is president and G. H. Waetjen is treasurer and general manager.

Discuss Progress of British Audit Bureau

At a recent luncheon given at New York by the officers and directors of the Association of National Advertisers, Inc., in honor of Thomas Bell, of Kodak, Ltd., London, chairman of the Incorporated Society of British Advertisers, Ltd., with which the A. N. A. is affiliated, the proposed establishment of a British audit bureau of circulations was discussed.

The British audit bureau is to be based upon the methods of operation of the American organization. Much progress has been made in the matter, Mr. Bell reported, through a series of conferences between the Incorporated Society of British Advertisers, Ltd., The Newspaper Proprietors Association, The Newspaper Society and The Institute of Incorporated Practitioners in Advertising, all of London.

Atlantic Lithographic & Printing Adds to Staff

Harry W. Pearson, for many years associated with national advertising and, at one time, New England manager of the former O. J. Gude Company, has joined the staff of the Atlantic Lithographic & Printing Company, New York, as a sales executive. Mr. Pearson was also formerly with the Thos. Cusack Company.

Howard C. Little has also joined the Atlantic Lithographic & Printing Company staff as a sales executive. He formerly was associated with the Thos. Cusack Company and its successor, the General Outdoor Advertising Company.

Appoints Morris & Jones Agency

Health-Elator, Inc., New York, manufacturer of electric vibrators, has appointed Morris & Jones, Inc., advertising agency of that city, to direct its advertising account.

Stanley Clark, Sales Manager, Lehn & Fink

Stanley Clark has been advanced to the position of sales manager of the Lehn & Fink Products Company, New York. He succeeds Jack W. Bray, Jr., resigned.

Florence Stove Account to Erwin, Wasey

The Florence Stove Company, Boston, has appointed Erwin, Wasey & Company, New York, to direct its advertising account.

Appoints Manternach Company

The Silex Company, Hartford, Conn., manufacturer of Silex Coffee machines, has appointed The Manternach Company, advertising agency of that city, to direct its advertising account.

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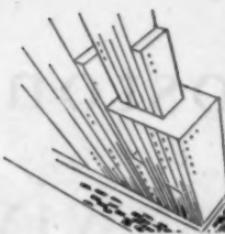
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"CHECKED BY CHEQUES"

By Merryle Stanley Rukeyser

(New York American Financial Writer)

My job, frankly, is to talk daily to sophisticated persons with money to invest. These include presidents and chairmen of the great railroad, industrial, and public utility corporations, many of whom have informed me that they regularly read my column. It's an exacting job, I can tell you. Not only because my audience is probably the most capably critical that could be gathered together. But more than that, because they can measure the accuracy and worth of my analyses and forecasts in terms of their own dollars and cents. It doesn't take the expert long to separate the chaff from the wheat in financial writing. The fact that the elite of Wall Street are habitual seven day a week readers of the financial pages of the New York American is the best evidence of their practical worth.

THE

NEW YORK AMERICAN

PUT YOUR MESSAGE BEFORE THE MODERNS

Boston Housewives

*Thousands of contributions
for the woman's page of the
Boston Globe are received
yearly from housewives*



help Edit this Paper!

EVERY DAY for the past thirty-six years the Boston *Globe* has published a woman's page.

Housewives in the Boston Trading Area use this page as their forum . . . avidly read its household advice . . . interior decoration counsel . . . beauty hints . . . recipes.

Other features published daily and Sunday have an equal appeal to other members of the family. In many ways the *Globe* is definitely edited for home reading.

And circulation figures prove that the *Globe* is the "home paper" of the Boston Trading Area.

Not daily circulation figures. They tell little. Too many thousands of evening papers bought downtown and carried out to suburban homes. With two Boston papers selling space only



shapeFOR THE HOME .

boston Glo morning and evening combination basis, no detailed town-by-own circulation comparison of Boston *daily* papers is reliable.

this page Sunday tells the story. On Sunday all papers are bought in the reader's neighborhood, and every paper is a "home paper."

The three Boston papers carrying the largest volume of advertising each publish a Sunday edition.

One loses 18% of its daily circulation in the 30-mile Trading area. Another loses 58%. The third, the *Globe*, has practically the same circulation seven days a week in this same market.

Write for a free copy of "Reaching Buying Power in the Boston Market" which analyses the whole Boston newspaper situation.

The BOSTON GLOBE

"At the head of the list in the book field."

From an article by Charles H. Denhard
in *The Publishers' Weekly*

"**A**T the head of the list of national magazines in the book field belongs *The New York Times Book Review*. All the \$5.00 appropriations, utterly useless elsewhere, enable the publisher to make up large space units and to announce all his books to the largest single market.

"Probably 20% of all the money spent to advertise trade books is spent in *The Times Book Review*. It is wrong to regard the tremendous expenditure as New York City advertising. It isn't. Nor is it intended to be. Year after year, book advertisers who invite direct response find that replies to their advertising in *The Times Book Review* are as national—and as international—as those from any magazine. It is an astounding fact that on keyed book advertising *The Times Book Review* consistently produces a greater response from most states in the Union than the book pages of the leading papers produce in their own states."

The New York Times

An Advertising Failure That Didn't Fail

The Case of Arrow Collars Proves Again the Value of the Good-Will That Advertising Creates

Based on an Interview by C. B. Larrabee with

C. R. Palmer

President, Cluett, Peabody & Company, Inc.

RECENTLY I had to listen to a heated discussion centered about the merits and demerits of advertising. The leading disputants were the usual optimist and the usual pessimist. The optimist held that advertising will sell anything from a two-cent peanut bar to the idea of world peace. The pessimist argued that advertising doesn't accomplish much of anything that can't be accomplished in a dozen other ways.

Finally the pessimist brought to bear his most crushing argument. With a decisive wave of his forefinger he closed his case for the negative with this question:

"How about Arrow Collars? How about them now?"

It is not odd that the pessimist dragged the Arrow Collar case out of his locker. It has been used by others who are skeptical about the ultimate value of advertising when it comes up against that great demolisher of precedent, style. It is one of a dozen possible examples that can be brought to prove that there are a great many hurdles that advertising can't jump and if you are eager enough and search long enough you can find plenty of other examples.

After the discussion was over it occurred to me that if there was anybody who could answer the pessimist's question, that man should be C. R. Palmer, president, Cluett, Peabody & Company, Inc., so I went to Mr. Palmer and asked him the pessimist's query:



C. R. Palmer

"How about Arrow Collars?"

"Probably the best answer to the question," replied Mr. Palmer, "is to be found in the fact that in 1930, which isn't exactly a boom year in any industry and certainly not a boom year in men's wear, our company is engaged in one of the heaviest advertising campaigns of its career. What is more, our shirt business is running considerably ahead of our business of last year and we note no signs of its falling off. Certainly if we were convinced that advertising is a wasteful practice we should not be advertising at all or should be running along on a greatly curtailed budget."

"On the contrary, we are firmer believers in advertising than ever

before and one of the chief reasons why we believe in advertising is based on what it did for our company when it was faced with a style trend which seriously threatened a product that we had advertised consistently year after year. For our company, advertising has met the test and has proved again its tremendous value. I am convinced that if our company had not used advertising for many years and had not continued to use advertising even after the collar business began to slump, we should today be in a very serious condition.

"Let's go back a little way in the company's history. For a great many years Cluett, Peabody have been consistent advertisers. The Arrow Collar is an internationally known product, the Arrow Collar man a famous figure. If ever there was a business built on advertising it is ours. In volume we were the undisputed leaders in our industry—and by a great many millions of dollars.

"Along came the Great War and afterward a realignment of style. Men just out of the army disliked to go back to the starched collars. In the colleges men began to wear shirts with soft collars. The style spread. Our collar business began to go into a definite slump.

"In addition to collars, we had been making shirts, underwear and handkerchiefs. Collars, however, had given us the principal theme of our advertising and the other products were really the tail of the collar kite. We were so closely identified with collars that we decided to set the power of advertising against the power of a style trend.

"Perhaps we decided to make our fight too late. More probably nothing that we could have done would have helped us to stop the slump in the collar business. We were faced with a masculine preference which was too strong for us to combat. If a failure to overcome this situation is a failure of advertising, then we failed.

"However, I don't believe that even here the pessimist has a really good case. In 1930 we are doing a large volume of collar business.

Of course, it is impossible to predict what it might have been without advertising, but we believe that our years of consistent advertising have helped a lot in keeping our sales up to where they are today. While it is not our company's policy to give out definite figures on sales, I can say that our volume of collars is still a considerable figure and amounts in dollars to more than the total volume enjoyed by some fairly successful collar manufacturers before business on this item began to slump.

"With the decline of the collar business, the management was faced with a momentous decision. Its first efforts to counteract the decline had failed. Collar volume was falling and there was not a single indication that it would increase, at least for many years.

"Should the company continue its efforts to change masculine preference? Should it cease advertising altogether and wait for the collar to come back? Should it cast about for some new products? Should it turn its attention to one or more of its other products and attempt to push them as it had pushed collars?

Shirts Chosen as Item to Be Pushed

"The management decided on the latter policy and chose shirts as the products to be pushed. There was never any serious consideration of eliminating our advertising.

"We reasoned this way: For many years we have advertised heavily to build public good-will for the name Arrow as applied to collars. We know that without any special advertising effort, public good-will has been important enough and strong enough to make the Arrow shirt a successful seller in thousands of stores. Our problem is to capitalize this good-will and to make it work for us as successfully in the sale of shirts as it has worked in the sale of collars. We can only do this if we continue to advertise and apply the lessons we have learned in the past to our future advertising.

"In 1925, which was not a peak year for the collar business, the

Another Indication of Farm Prosperity

That there is a better market for farms today is shown in a recent survey as conducted by The National Association of Real Estate Boards. The highlights of this survey as reported by The N. Y. Evening Post were:

"The market for farm lands is better than it was a year ago, according to a good majority of the country's leading land brokers' replies to a questionnaire sent in connection with the annual survey of the farm lands division of the National Association of Real Estate Boards.

"Of the replies received 60.3 per cent reported the market definitely improved; on 30.1 per cent of the replies the brokers indicated that the market was about the same as it was last year, while only 9.6 per cent reported a poorer market.

"An increase of 25.1 per cent in the number of farms sold during 1929 over 1928 is reported.

"More tracts were purchased for actual farming than for any other reason, the survey showing that 67.6 per cent of the purchases were made for till-ing of the soil."



Capper's Farmer

ARTHUR CAPPER, Publisher
Topeka, Kansas
COVERS THE NATIONAL FARM MARKET

ratio between collar volume and shirt volume was 65-35. Today those figures have shifted and the ratio is shirts 65 per cent, collars 35 per cent.

"As I said, we do not wish to give out definite sales figures, but to give some idea of what we have accomplished I may point out that in less than two years we have sold over 2,500,000 of one single item, the white Trump shirt, which retails at \$1.95. In addition to this item, we now manufacture the Trump in colors and have also a range of shirts reaching as high as \$5 retail. The figure of 2,500,000 on a single item will at least give some idea of what our shift to another product has accomplished.

"Today our volume on shirts is ahead of any similar period in the company's history and this in the face of the fact that general business is not booming. In 1930 we are running on an increased advertising budget which includes full color schedules in a variety of national mediums. That is a quick picture of what has happened in the two years since we shifted our efforts from collars to shirts.

A Record of Advertising's Value.

"To me the record of what has happened to our business during the last two years is one of the finest examples that I know of, of the value of national advertising in allowing the American manufacturer to maintain a flexibility of production and sales which is so essential to the successful selling of merchandise in competitive markets, particularly if that merchandise is affected by style.

"To me also that record is as fine a demonstration as I know of the value of advertising as good-will insurance for the manufacturer. Had we started out two years ago as an unknown shirt manufacturer, who had enjoyed a volume similar to that which we were selling at that time, and who had decided to advertise nationally, I am certain that we could never have arrived anywhere near the point which we have reached today.

"It is quite easy to say that advertising alone is not responsible

for the record. Of course it isn't. We had our reputation among the trade and had built considerable consumer acceptance for our shirts. More important, we had an aggressive sales organization thoroughly acquainted with the trade. We had the benefit of years of work in the men's wear field.

"Granting all this, I would like to point out that our reputation was built partly on advertising and that the consumer acceptance for shirts was directly traceable to the acceptance of collars. The trade was behind us because it had seen what our advertising had done. Further than that, our sales organization was geared up to a belief in advertising which has been highly important in our development. Throughout our history runs the skein of advertising. Remove the skein and you remove the picture of success."

Obviously the company could not have made its remarkable record without a sound philosophy of advertising and merchandising and it was this philosophy that I asked Mr. Palmer to explain.

"It is our belief," explained Mr. Palmer, "that too many manufacturers dissipate their advertising effort. For instance, for many years we have stuck to one product as the basis of our advertising. When it became apparent that money invested in the advertising of collars was not as productive as formerly, we chose shirts to receive the full force of our advertising. Today, although Arrow collars are mentioned in every advertisement, they are incidental and one of the main reasons why we mention them is to keep on capitalizing the good-will which we built for our collars during many years of advertising.

"We believe that our handkerchiefs and our underwear are made just as well as such products can be made, but in our advertising we are interested only in pushing shirts. Perhaps some day we shall decide to give handkerchiefs and underwear a place in advertising, but unless we change our advertising philosophy we shall continue to throw the full force of our big guns on the shirt market.

Cash Register Families include Social Register homes as well

SALES and advertising managers intent in selling all of their prospects in Greater Cleveland are more concerned with what families have than who families are! They are not nearly so interested in their prospects' social status as in their buying ability. They know that an owner of a \$6,000 home in a socially-catalogued poor district is a better prospect for paints and varnishes, wallboard and lumber than the social-registered \$2,500 per annum renter.



The Consumer study of Cleveland just completed by Emerson B. Knight, Inc., discloses not only where your prospects live but how they live. Such factors, as motor cars, home ownership, telephones, radios, etc., are yours for the asking. Just write us.

THE CLEVELAND NEWS

GEO. A. McDEVITT CO.
National Representatives





... AND THE BUYERS O

Can you think of anything that indicates liberal buying habits more than the frequent purchase of cut flowers for the table or home?

Families who have a standing order at the florists certainly are better than average prospects for all products that make life more enjoyable and comfortable.

COSMOPOLITAN: *A Class Magazine with*



RS OF CUT FLOWERS

The survey of 300 Cosmopolitan families and 300 families who do not read the magazine disclosed a much larger percentage of cut flower buyers in the Cosmopolitan group, even though the families were in equally well-to-do circumstances. Which is evidence that the buying temperament may be predetermined . . . and that the key is readership of Cosmopolitan.

Magazine with More Than 1,600,000 Circulation

1,500,000 Catalogues which reach from here into the middle of July

Statisticians might indicate the immensity of a printing order we have just received from a nationally known concern, in this way:

"these 1,500,000 seventy-two page catalogues in color, laid end on end, would reach from New York to Washington."

To us, however, it means that to complete this job, four large color presses (the equivalent of 16 ordinary presses) must run continuously 24 hours daily, for six weeks.

Huge as this order is, it will move smoothly through our plant, with many other important printing jobs, for **ON-TIME** delivery to the customer.

. . . and we still have room to handle your printing also.

SPECIAL NOTICE

We have in preparation a most unusual series of Direct Advertising folders, in 4 colors. If you are not already on our mailing list, send in your name and address now in time to receive every one of these interesting pieces.

ISAAC GOLDMANN COMPANY

Founded 1876

PRINTING OF EVERY DESCRIPTION

BO LAFAYETTE STREET, NEW YORK, N.Y.
TELEPHONE, WORTH 6080

"We also believe that too much advertising is designed to sell to the dealer instead of for him. Fortunately for American business at large, this mistake is becoming less common every day. Today, however, there are still plenty of advertisers who think of their national advertising more for its influence on their dealers than for what it will do in selling to the consumer. Obviously, such advertising only goes part way along the necessary road to sales volume.

"The job of selling our advertising to the dealer is, we believe, up to our salesmen and there is not a salesman on the Cluett, Peabody sales force who is not a thorough believer in advertising. The advertising portfolio is considered by us and by our salesmen as one of the most important things to be discussed in any sales talk with a dealer. Our salesmen are instructed to hammer home continually with dealers the value of our national advertising in selling merchandise for them. Because we have clung to this philosophy through thick and thin, our salesmen have seen the remarkable achievements of advertising and we no longer have to expend much effort in showing them the value of advertising. Because they know what advertising will do, they are able to tell their story with the right ring of conviction so that day by day the problem of showing dealers the value of advertising is becoming less difficult.

"Because our advertising is written to help our dealers, it is tied up very closely with their activities. For instance, all of our advertising is worked out on a very careful schedule intended to feature the right kind of merchandise at the right time. We do not believe in shirt sales and yet the sale is an important factor in the average men's wear store. Obviously, during the sale season the consumer is going to be bargain-minded and it would not be wise tactics for us to push a \$5 shirt at that time. However, during the sale season we shall direct all our advertising at our Trump shirt, which is the cheapest one in the line, with the idea of showing the

consumer that the Trump is a bargain at any time.

"Every dealer has our advertising schedules and he knows just when each of our national advertisements is to appear. Incidentally, during the last few months Arrow dealers have run over 1,165,000 lines of advertising featuring our products in local newspapers, a convincing demonstration of their belief in our merchandising plan.

"A few moments ago I mentioned the fact that the company does not believe in sales. Naturally, we cannot keep Arrow shirts out of shirt sales since we have not yet been able to develop a line which the dealer can sell out absolutely so that he has no stock left at sale time. However, the number of Arrow shirts getting into the sale merchandise class is very small and consists almost entirely of occasional remainders from broken sizes. We will not sell any dealer in large quantities for the purpose of putting over an Arrow shirt sale.

Not in Favor of Dealers Putting on Sales

"We do not believe that the sale is good business for us or for our dealers. Sales inevitably weaken the value of prices which are quoted in national advertising and we are great believers in quoting prices. Sales inevitably tend to build a body of consumers who buy their shirts only during sale periods and thus a vicious condition is created. The sale, unless the dealer is buying merchandise purely for the purpose of selling it cheap, is an admission of weakness on the part of the dealer in that it demonstrates that he is not a careful buyer. It is an admission of weakness on the part of the manufacturer in that it tends to give the impression that he prices his merchandise too high.

"As our shirt business has developed, we have become increasingly careful in picking our dealers. We have eliminated a number of dealers who were doing themselves and ourselves no particular good in selling our products. This has allowed us to devote more time to the dealers who do know how

to sell Arrow shirts and thus we can give our dealers better service and help them to greater sales than ever before.

"In line with our policy of building a good dealer organization, we do not offer any deals or concessions. We believe that the concession is an admission on the part of the manufacturer that good merchandise, backed by good advertising and merchandising, is not sufficient. We do not see how a manufacturer can hope to build among his dealers an implicit confidence in advertising if those dealers know that the manufacturer is offering special concessions to retailers who will carry his line.

"In addition, special concessions are a disturbing factor in any sales plan. Most concessions are hidden in some way or other and the dealer thinks that somebody else is getting a better concession than he is and therefore, he will not push the line as hard as he should. During the last year two or three of the largest national advertisers

in the United States have eliminated special deals and concessions from their sales plan and I think that as time goes on more and more manufacturers are going to climb on the band wagon.

"Few companies today, I feel, better demonstrate the value of good advertising, and few companies, I think, are as firm believers in advertising as is our company.

"Pick your dealers carefully," concluded Mr. Palmer. "Give them a product that they can sell. Give them a sound merchandising idea—or a logical succession of sound merchandising ideas. Support them with advertising that is designed to sell for them, not to them, and that ties in with the merchandising idea. Follow through with a consistent, forceful advertising campaign.

"Do all of this and you will not need to worry unduly about general business conditions. Business will be good for you because it is good for your retailers."

Fish and Larger Puddles

WHEN a company is absorbed by another the men who were big fishes in little puddles become little fishes in big ones. The same thing happens when a company increases in size through natural growth or absorbs other companies.

The fish and the puddle is a two-sided trouble, according to J. P. Jordan, who spoke before the American Management Association at its recent convention. When a big fish in a small puddle reverses the process, he loses a sense of responsibility, this speaker suggested. He also loses efficiency and drastic steps should be taken to make the small fish more productive in his newer, bigger puddle. "It is very doubtful," said the speaker, "if the majority of men in executive or semi-executive positions render as much as a 50 per cent yield of their possible effectiveness. Any honest analysis made by anyone of the actual use of his time would probably prove this fact."

To help make a man more effi-

cient, to bring back the key men in any business to a sense of proprietorship "such men should be made participants in a plan in which they receive extra remuneration for producing better than normal results. If such results are well understood, paid in cash, made automatic and not paternal, intelligent effort is stimulated and the small fish does as good a job in the big puddle as he did in the smaller one."

E. A. Scott Again Heads Canadian Club

Edwin A. Scott, publisher of the *Sheet Metal Worker*, New York, has been elected president for the third time of The Canadian Club of New York, Inc. E. W. Appleby, of Lorenzen & Thompson, Inc., publishers' representative, New York, was elected to the board of governors.

Now the Fox Company

The Gustave Fox Company, Cincinnati, manufacturer of metal specialties, has changed its name to the Fox Company.

How About Lending US Your

How About Lending Us Your Radio Ear for a Minute?

YOU SMART Radio Rajahs who are wisely anticipating the big commercial "Battle of the Century" can well afford to take a couple of looks at this story! • • • You'll admit that none of us has to be very *televisionary* to know that now is the time to do your good-will digging in order to entrench trade names indelibly on the minds of radio-wise Moderns. So that when television does come, there'll be a ready acceptance for your set! • • • Greater Seattle is—by the way—a mighty rich "digging grounds" with its \$1,500,000 of radio business among Post-Intelligencer readers alone this year. • • • 45% of Seattle's families are already radio owners—so there is not only a sweet *first*-radio market, but one ideal for accessory business and sales of the newer, niftier models. Don't forget the other 500,000 checkable facts ready for you in our just-completed Market Study!

SEATTLE POST-INTTELLIGENCER
A MILLION MODERNS IN THIS MARKET!

June 5, 1930

Agencies to Be Asked to Help Post Office

IN the May 22 issue of **PRINTERS' INK**, under the title: "Congress Proposes a Charge for Post Office Directory Service," there appeared a complete report of two bills—one passed by the Senate and the other before the House—both of which propose a charge for mail requiring post office directory service. Included in the article was a statement by F. A. Tilton, Third Assistant Postmaster General, explaining the attitude of the Post Office.

The contemplated legislation has been the subject of a vast amount of discussion throughout the advertising industry. This general interest makes the following statement, taken from the May issue of the United States Official Postal Guide, very much to the point:

"It is estimated that approximately 50 per cent of the advertisements appearing in newspapers and magazines do not show a street address and number. Persons responding, therefore, omit that necessary information from the envelope address, seriously interfering with the prompt delivery of such mail and not infrequently resulting in nondelivery.

"One large office reports that not less than 75,000 pieces of mail, exclusive of that addressed to the larger and well-known firms, are received at that office daily without street address, and this in a city where a building may often house more people than reside in a good-sized town.

"It would be a waste of time to handle such incompletely addressed mail through the ordinary channels of distribution, so it is turned over to expert distributors. After they have handled it there are frequently from 8,000 to 10,000 pieces which require directory service. Of that amount there are often as many as 5,000 pieces that are undeliverable.

"In an effort to reduce the amount of mail received without street and number, the postmaster

sought and was assured of the co-operation of many publishers of newspapers and magazines. One publisher stated substantially that possibly 500 advertising agencies in the United States control 90 per cent of all the advertising that is placed, and suggested that the co-operation of these agencies would eliminate a great portion of the difficulties experienced.

"The department is as responsive to suggestions for improvement from outside as from within the service, and postmasters are therefore directed to get in touch with advertising agencies in their cities, either personally or through a qualified representative, with the idea of securing their co-operation in urging advertisers to include their street and number as part of the address, thereby insuring the expeditious handling and prompt delivery of mail matter."

This Really Is a New Way THE 100,000 GROUP OF AMERICAN CITIES CHICAGO, MAY 24, 1930.

Editor of PRINTERS' INK:

Thank you very much for your letter of May 21 enclosing 1929 lineage figures for newspapers. We appreciate very much your splendid co-operation.

As a close reader of **PRINTERS' INK** for the last fifteen years, I have, of course, read the complimentary letters you have received from others on the co-operation you have extended to them. As I run over them in my mind, I cannot conceive of any new ways of saying to you again what has already been said to you so many hundreds of times by others. So will you just please consider that all of the nice things that others have said to you are incorporated in this letter as appreciation of your many courtesies to us.

C. H. SUNDBERG.

To Publish "Aviation Daily News"

H. S. Kamler, formerly with the business department of *Automotive Merchandising* and *Automotive Wholesaling*, both of New York, is now publisher of the *Aviation Daily News*, a newspaper devoted to the aviation industry which will soon start publication at 220 East 42nd Street, New York. He was also formerly with the commercial transportation division of the General Motors Corporation, as advertising, publicity and sales manager.

Now Richardson-Plant, Inc.

The Richardson-Briggs Company, Cleveland advertising agency, has changed its name to Richardson-Plant, Inc.

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PHOENIX WHOLESALE HOUSES



SERVE THE STATE OF ARIZONA

IT is only logical that Phoenix should have developed into the wholesale center of the state of Arizona.

Centrally located in the Salt River Valley, the state capital and the Metropolitan center of the state—twice as large in population as any of Arizona's other municipalities—it is the convenient and economical distributive center.

The Arizona Republican reaches 110.87%* more merchants in Phoenix and the Phoenix trade area than any other Phoenix paper.

*From the unbiased study conducted among families in Phoenix and Phoenix trade area by Emerson B. Knight, Inc.

THE ARIZONA REPUBLICAN

Williams, Lawrence &
Cramer Co.

New York... 985 Madison Ave.
Chicago... 360 N. Michigan Ave.

KOTAR
INCREASINGLY
IMPORTANT
IN
ARIZONA

M. C. Mogenson & Co., Inc.
San Francisco... 564 Market St.
Los Angeles... 433 S. Spring St.
Seattle..... 603 Stewart St.
Portland..... 60 Broadway

June 5, 1930

Indian Refining Company
INCORPORATED
Lawrenceville, Illinois

January 21, 1930.

Liberty Magazine,
247 Park Avenue,
New York, N. Y.

Enclosure:

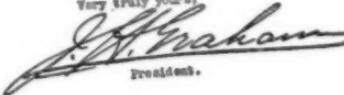
There are two reasons why we gave Liberty such an important part in the job of introducing our new Maxfree Havoline motor oil.

The tremendous circulation that Liberty has acquired placed your magazine in the front rank of those considered for our campaign to reach motorists north and south, east and west.

But the deciding factor was our belief that Liberty is particularly popular among the young men and women who are not afraid of something because it is new or different.

In presenting the story of an entirely new kind of motor oil, new and different in method of manufacture and performance in all climates, we desired to reach those young and young-minded people who are always the first to adopt an aid to carefree motoring. Our sales of Maxfree Havoline are justifying our decision.

Very truly yours,


J. H. Graham
President.

For 1931 · Liberty guarantees 2,700,000 (*average net paid*) circulation. No increase in rates before the issue of April 11, 1931

"We placed Liberty in the front rank of magazines for our campaign."



J. H. Graham
president
Indian Refining Co.

THE front rank! That is where Liberty belongs in the scheme of any automotive advertiser.

Speed, action, color, style. These are the qualities that sell cars. These are the qualities in Liberty that have built a 99% newsdealer circulation of nearly 2,500,000 copies a week.

Essentially we speak the same language, Liberty and the automobile advertiser. We are addressing the same type of citizen.

This parallel between readers and riders is the first consideration of the Indian Refining Company in choosing Liberty. When this consideration is granted—and a study of Liberty proves the case—every other measure of advertising productiveness gives Liberty a wide margin.

We have the largest circulation in cities of 10,000 population and over; in cities of 25,000 population and over. (Determined by the latest circulation figures available.)

Liberty is read where most cars are sold; where sales cost is lowest; where the car can be seen; where the dealer can demonstrate; where the sale is easiest made.

We have the biggest news-dealer circulation of any magazine—every copy bought to be read. Our cost per 1,000 pages is the lowest of any leading magazine.

There are no side-street or half hidden show windows in Liberty's pages. Every advertisement must be seen.

Our whole family appeal—that essentially important factor that determines the sale of most cars—adds to Liberty's effectiveness.

Let the momentum of Liberty's popularity carry you to greater sales in 1930. And remain for the 2,700,000 average net paid circulation guaranteed for 1931 at the lowest advertising cost in the field of major magazines.



Liberty

a Weekly for Everybody

New York: 220 East 42nd Street

Chicago: Tribune Tower

Detroit: Gen. Motors Bldg.

Boston: 10 High Street

San Francisco: 820 Kohl Bldg.

New England's Second Largest Market

In the Course of the Day

From early morning till late at night there's a steady demand for Rhode Island's representative newspapers

The Providence Journal

and

The Evening Bulletin

These newspapers have built through rigid supervision of advertising columns as well as the high character of editorial and news pages, a reader confidence and influence that make them valuable mediums for manufacturers who seek good company and a friendly welcome in the Rhode Island market.

Circulation 128,158 Net Paid

PROVIDENCE JOURNAL COMPANY PROVIDENCE, R.I.

REPRESENTATIVES

CHAS. H. EDDY COMPANY

New York

Chicago

Boston

R. J. BIDWELL COMPANY

San Francisco

Seattle

Los Angeles

Greater Formality for the Plan Board

Every Advertising Agency Should Have One of These Boards or Committees

By Aesop Glim

ONE leading advertising agency was formerly accused of having a Plan Board; which met at frequent intervals—possibly it stayed “met” at all times. The meetings were supposed to have been held always in the same conference room; and in the walls of this room it was rumored that there were seven openings—each the mouth of a chute much like a laundry chute. Each mouth was credited with being the starting point of a production chain. And each production chain was said to be capable of producing one particular type of advertising campaign. When a new account came into the house, the account executive or new business man presented the new baby to the mercies of the Plan Board—the members of which went into a huddle and soon announced that the baby needed adornment via Chute 7, 6, 5, 4, 3, 2 or 1—as the case might be. And in no time at all the new baby was fully adorned with the accoutrements of the chute which had been prescribed.

“Factory production” and “too great standardization” were the accusations hurled against the agency and, in particular, its Plan Board. We may well assume that the accusations arose primarily out of jealousy for the agency’s success. But since “Plan Board” was the term invariably used—by the agency’s competitors — “Plan Board” fell into disrepute. More than the term fell into disrepute. Other agencies have fought shy of all that was thereby suggested.

Yet there is nothing more logical—and, in my opinion, nothing more important—than that every agency should have its Plan Board; and, furthermore, that this board or committee should have a highly formalized existence.

In one form or another, every

agency has some such central control of its service staff. But all too often the membership of the committee, the times for its meetings and the importance of having it function on all the service of all accounts, are matters of great indefiniteness to the members of the staff. And I imagine that in such cases these matters are equally hazy in the minds of the agency’s principals as well.

The penalties for such indefiniteness are to be found in all the trouble that can arise from unauthorized actions and one-man service to an account—as against organization service. The most experienced account executive or copy man can have a blind spot—at the most unexpected moment. A group of experienced men are far less apt to coincide their blind spots—and all major errors are quickly aired.

Formalization—for the Plan Board or Service Committee or anything else you care to call it—does not demand Pomp and Circumstance.

Within my definitions, such formalization merely calls for a recognition by every member of the agency’s staff of the *actual existence* of the committee, the *exact membership* thereof and the *specific powers* thereof.

The basic principle underlying the whole plan calls for the acceptance of the fact that the most desirable growth an agency can experience is growth through the success and expansion of its clients’ selling and advertising efforts. In the average agency, the growth due to clients’ expansions—where the agency has rendered to each client the maximum in conscientious and thorough service—can be expected to more than equal the growth through the acquiring of new accounts—over any five-

year period after the first three years. And such growth is more than satisfactory; it is the most economical.

It is the function of the production committee to see that that type of service is rendered to the clients and that that kind of growth is going on—along with and independent of the agency's endeavors to secure new accounts. It must be the one primary aim of this committee to see that the agency's merchandising and advertising recommendations are invariably directed toward increasing the sales of their clients' products. This endeavor must be in their minds—far ahead of all ambitions for craftsmanship—as something in itself—or for the winning of advertising awards—as something in themselves. We should never stop reminding ourselves that the one and only test of an advertisement is not the compliments it may evoke from advertising men, but the results it may evoke from the public—in terms of *sales*.

The membership of the committee should consist of one or more principals of the agency, representing the seniority of advertising experience; the managers of the marketing, copy, mediums, art and mechanical departments, representing their respective functions; the account executive and senior copy men on the particular account under discussion; one or more members of the traffic or production detail division.

In terms of any one account, this makes the membership of the committee permanent and clearly defined. And this full membership should be available for a meeting on fairly short notice—at any time the account executive or any department head may seek its advice and co-operation on his work for that particular account.

In this committee all plans—both advertising and merchandising—should originate. Then the member or members responsible for any division of the work should proceed independently with the details; then report back to another meeting for the approval of their work. This insures that all plans, the execution of the details

of all plans, and finally, everything which will be shown to the client, have the full approval of the full committee. All work may thus be sure of being the work of the organization; all recommendations which the account executive takes to the client have the support of the whole organization.

While, as already stated, the committee should be available for call on reasonably short notice, it should also hold regular meetings at sufficiently close intervals to insure the coverage of every account in the house several times each year. Regardless of the number of accounts, there should be a meeting of the board at least once a week.

I would advocate that the plan board should not concern itself with a great amount of detail regarding schedules or details of production work. The details should be in the hands of the various service executives and departments or of production detail men. By sticking to the broader functions of plans and their execution—by seeing that all work is organization work—by seeing that the quality of work which will insure the agency's reputation is maintained—by being available for emergencies—the plan board will do an important job. By refusing to concern itself with minor details, the board will keep itself from becoming a cumbersome, unwieldy burden to its members.

Lastly, it may be found expedient to invite each client to attend one or two meetings on his account each year. First, in order that all major members of the agency may know this client first hand, rather than through the account executive at all times, and hear his opinions and get information from him direct. Second, in order that the client may see the major functioning of the agency on his behalf, let him know that he is receiving service and recommendations which represent the best brains and the best efforts of his advertising agency.

H. G. Royer, formerly advertising manager of *The Clevelander*, is now representing the *Manufacturers Record*, Baltimore, in the Cleveland area.

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SOMETHING HAS HAPPENED IN PITTSBURGH

Twelve months have seen
the Pittsburgh Sun-Telegraph
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influence in its golden terri-
tory . . . its lineage gains,
contrasted to its competitor's
recent losses, have weighty
significance for advertisers.

THE SUN-TELEGRAPH

Represented Nationally by Paul Block, Inc.

Luckies and the Brokers

GOOD management and good advertising, say brokers and investment bankers, are more important for the investor to consider than statistics of past earning power. As they write their letters to clients and prospects, many of them are picking out, during this time of stock market dullness, such leaders as Coca-Cola with its sales of \$39,000,000 created by advertising, and American Tobacco with its income of more than \$30,000,000, also advertisingly built. American Tobacco doesn't mean to the brokers tangible assets alone. It means Luckies. The following sentences out of recent brokers' reports show how dominant is the thought of advertising in the minds of the men who are recommending stock for investment.

"Through aggressive advertising and merchandising, American Tobacco," says one broker's report, "has expanded its sales of 'Lucky Strike' cigarettes more rapidly than the other three large cigarette producers have increased the distribution of their brands."

"Since 1927, it has applied most of its sales effort to 'Lucky Strikes' and earnings have shown a constant increase."

"Interest centers on the development of 'Lucky Strike' cigarettes and the prospects for further expansion of income from this source."

"The remarkable growth of American Tobacco is exemplified most significantly by the production reports for the first quarter of 1930. The total growth of the industry was 926,139,000 cigarettes and since the growth in 'Lucky Strikes' alone was 1,564,291,000, 'Lucky Strike's' gain was some 600,000,000 greater than the industry as a whole. Obviously, part of American Tobacco's gain has been at the expense of one or more of the other factors in the industry. We consider this an indication of outstanding managerial ability."

"It is generally understood that American Tobacco has been able to reduce costs very measurably through the use of more efficient machine production, as well as a decrease in unit advertising expense with larger sales. The combination of these several factors makes the outlook for American Tobacco exceptionally bright and a continuance of the upward trend in earnings may be expected."

"One of the most outstanding features of American Tobacco is the aggressiveness of its advertising. When a theme is decided upon it is carried to the public forcefully and persistently by every medium. That competing interests have sometimes opposed the publicity methods of American Tobacco merely reflects the effectiveness of its campaigns. It is well for the investor to know that the huge sums annually spent by the company in advertising follow very exhaustive tests. An idea for an advertising campaign is first tried out in one or more localities and only if it results in a satisfactory increase in sales is the plan carried out on a national scale. Such careful and scientific methods are but an indication of the outstanding ability of the management."

When an investment broker suggests that the investor ought to look into the matter of advertising and consider the fact that it is carefully tested by management before being used, he shows quite a difference from the former attitude of investment bankers and brokers toward advertising.

Again the report calls attention to another phase of advertising in these words:

"An interesting and possibly very important influence to higher values for American Tobacco lies in that company's ownership of a controlling interest in the American Cigar Company. The latter has reported decreasing net income for several years and recently discontinued payment of dividends on



when you are

ADVERTISING *Style*

Whether it is a formal creation for evening wear, seen at a rendezvous of the invariably well-dressed . . . or the popular skirt-shirt-short ensemble for tennis-court and tea . . . as soon as fashion commends it,

women readers of *The Evening World* know it is in the mode.

Ann Roberts, writing intimately and interestingly of style . . . Helen Warden, telling of society's fashions and functions . . . have a vast audience of women, obedient to the dictates of vogue . . . and well able to indulge their fancies.

address
The Evening World's Great
Feminine Audience



The Evening World

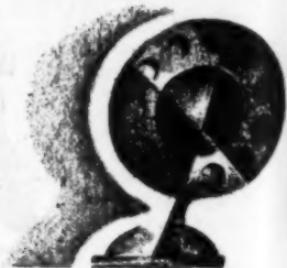
NEW YORK'S FOUNDATION NEWSPAPER

Tribune Tower
Chicago

PULITZER BUILDING
NEW YORK

Gen. Motors Bldg.
Detroit

June 5, 1930



What are the wave-lengths saying?

Plenty! And to more millions than any other message ever reached at one and the same time.

Advertising, of course, was bound to make use of the pace and the punch of Radio.

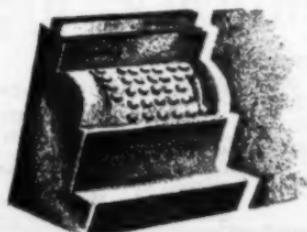
But these magic waves were at first somewhat wild. Just Time-on-the-air had its kick-backs. The proper use of that time—the kind of use that kept people's hands off the dials—had to be painstakingly worked out.

Before the clients of the progressive agency

face the "mike," several jobs have been done. Exclusive entertainment features are lined up. A broad research operation glove-fits the radio program into a sound marketing plan. Then . . . original merchandising ideas to support and enlarge the radio message; booklets, display cards, and every kind of timely advertising "helps."

With complete program production and dealer merchandising service, the radio-minded advertising agency can make the wave-lengths say, "Profits for clients!"

**THE ERICKSON COMPANY
230 PARK AVENUE, NEW YORK
THE NEW YORK CENTRAL BUILDING**



its common stock. There is now in progress an ambitious campaign to develop the 'Cremo' brand into a more profitable item. In response to vigorous advertising, sales have increased substantially, but the cost of such a program is considerable, and the company may not yet be realizing much more than its expenses. Officials of the company are optimistic regarding the eventual success of the plan, in which case American Tobacco's earnings will receive a new contributing factor through its equity in the subsidiary."

* * *

Total income for the last few years is given in the following figures, and the comments which follow show how Luckies have responded to the great increase in the advertising appropriation back of them:

	Total Income
1926	\$22,549,094
1927	23,309,689
1928	25,066,299
1929	30,231,348

* * *

"Earnings for 1929 increased 20 per cent over those for 1928 in spite of the fact that for three-quarters of the year the wholesale price of 'Lucky Strikes' was \$6.00 per thousand and for only one-quarter \$6.40 per thousand, whereas in 1928 conditions were reversed and the higher price was obtained during three-quarters of the year. Unit production of 'Lucky Strikes' is reported to have increased about 35 per cent in 1929 and it is believed that the company produced about 40 billion cigarettes in that year. 1928 and 1927 resulted in an increase in sales of 44 per cent and 27 per cent respectively over the years previous and the current rate of production of the company is again at a substantial increase over 1929."

The statistical department of Halle & Stieglitz, prominent brokerage house which issued this report, calls attention to the fact that although American Tobacco's net property account has increased only \$3,700,000 since 1925, net income has increased about \$8,000,000.

The days when the investment

banker and broker looked solemnly over his specs and assured his customers that the only thing which counted in appraising a company was what it would bring at a forced sale, are past and gone. And the stocks of the big advertisers are the ones which the brokers are now recommending with most confidence.

Death of Frank Alvah Parsons

Frank Alvah Parsons, president since 1905 of the New York School of Fine and Applied Art and author of several textbooks on advertising display and arrangement, died last week at New York. Known especially for his work in developing here and abroad the school of which he was head for twenty-five years and for his many lectures on art subjects, Mr. Parsons became known to many people in advertising through his many years as a special lecturer in art in advertising at New York University and through his books. In 1912 he published "Principles of Advertising Arrangement" and later a book on "The Art Appeal in Advertising Display." Other books include "Interior Decoration" and "The Psychology of Dress."

Mr. Parsons was also a co-author of "The Principles of Advertising," a textbook written in conjunction with Harry Tipper, Harry L. Hollingsworth and George Burton Hotchkiss.

Mr. Parsons, who was sixty-two years old at the time of his death, was made Knight of the Legion of Honor by France in 1927.

Tabu Showmanship at Advertising Conventions

ADVERTISING CLUB OF BALTIMORE
BALTIMORE, MAY 27, 1930.

Editor of PRINTERS' INK:

The editorial, "Too Much Showmanship in Advertising Conventions," carried in your issue of May 22, certainly hits the nail on the head, and I hope will reach the eyes of many of the men who are seriously interested in advertising and its problems.

Your last paragraph sums up the situation exactly: "Showmanship was not needed here. It is not needed in the larger gatherings. It is not needed anywhere in advertising, organized or otherwise."

I want to add my commendation to the many I know you will receive on this editorial.

R. E. STAPLETON,
President.

W. B. Conant to Leave Topics Publishing Company

W. B. Conant, for over ten years Western manager of The Topics Publishing Company, Inc., New York, has resigned, effective July 1. He will be succeeded by Walter Heyer, formerly sales manager of the Minneapolis Drug Company.

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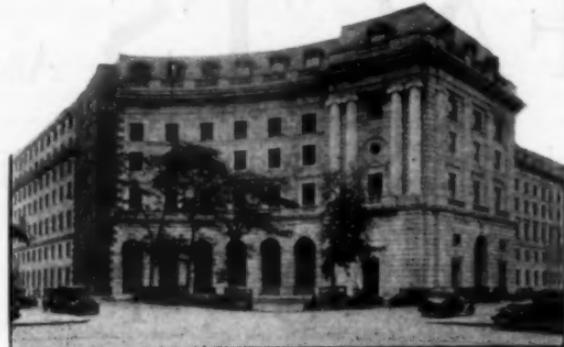
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Washington Is Growing Bigger and More Beautiful

Here is a picture of the completed new Internal Revenue Building, the first to be finished on the Federal Government's \$200,000,000.00 building program in Washington.

It's a handsome building, that occupies six city squares, and is one of the units in the great government group being erected south of Pennsylvania Avenue.

Washington is busy as USUAL—and ALWAYS. Notably a self-contained market—immune to booms and depressions—inviting to every meritorious product, and covered with influential completeness by ONE NEWSPAPER—THE STAR—EVENING and SUNDAY.

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Member
*The 100,000 Group
of American Cities*

Chicago Office:
J. E. Lutz
Lake Michigan Bldg.

FACTS *About*

Pittsburgh Newspaper Advertising During April

- 1.** During April, The Press published 2,281,892 lines of paid advertising, 34% more than the other evening and Sunday paper and 169% more than the morning paper.

- 2.** Again in April, The Press led all Pittsburgh papers in local display, national display, automotive, total display, classified and total advertising.

- 3.** The Press in April published 47.2% of all advertising appearing in Pittsburgh newspapers.

- 4.** The Press led all Pittsburgh papers in 30 out of 36 major classifications set up by Media Records, Inc. The other evening and Sunday paper led in only 3 classifications. The morning paper led in only 3 classifications. The Press led the other evening and Sunday paper in 32 out of the 36 classifications.

- 5.** In the 30 classifications in which The Press led all other Pittsburgh papers during April, The Press carried more lineage in 14 classifications than both other Pittsburgh papers combined.

MEMBER OF THE UNITED
PRESS • • • OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.



SCRIPPS-HOWARD

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6. In local display advertising, The Press led the other evening and Sunday paper in daily linage, in Sunday linage and in total linage.

7. In classified advertising, The Press carried more advertising in its evening editions alone than the other evening and Sunday paper in evening and Sunday editions combined.

8. In national advertising, The Press published more advertising in its six evening editions alone than the other evening and Sunday paper in its combined evening and Sunday editions.

9. The Press during April carried more than double the rotogravure linage published by the other Sunday paper. The Press published 22,043 lines and the other Sunday paper 10,776 lines.

10. In display classifications (exclusive of theatre and financial issues) 1,122 advertisers used Pittsburgh papers during April; 883 of these advertisers, or 79% of the total, used The Press.

11. Three hundred and eighty-nine display advertisers (exclusive of theatre and financial issues) used The Press exclusively for their April campaigns in Pittsburgh.

12. During the six months period ending March 31, 1930, The Press, with 197,243 daily circulation and 276,298 Sunday circulation, was the *only* Pittsburgh newspaper to show a gain in circulation either daily or Sunday. The Press gained 11,459 copies daily and 18,505 copies Sunday. The other evening and Sunday paper lost 123 daily and 3,497 Sunday. The morning paper lost 3,448.

All Measurements in This Advertisement by Media Records, Inc., and Are Exclusive of Advertising in National Magazine Distributed with the Other Sunday Paper.

The Pittsburgh Press

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

Model Releases for Free Publicity

JOSEPH E. HANSON CO.
NEWARK, N. J., MAY 26, 1930.

Editor of PRINTERS' INK:

We are interested in knowing whether it is necessary to obtain a release from persons who pose for photographs which are to be used for publicity purposes.

We know that it is necessary to obtain such a release when the photograph is to be used in paid advertising but we are uncertain as to whether it is necessary to obtain a release when the photograph is to be used for free publicity purposes.

Any information that you can give us on this subject will be very helpful.

A stamped addressed envelope is enclosed for your convenience.

JOHN H. MILLER,
Treasurer.

THIS inquiry brings up the entire subject of the right of privacy—a legal subject of rather broad dimensions. The topic was exhaustively covered in a recent series of PRINTERS' INK articles written by a member of the New York Bar—Boyd L. Bailey. These articles appeared in the following issues: August 1, 1929, page 121; August 8, page 93; and August 29, page 28.

In his first article, Mr. Bailey summarized the entire theory of the law in a few short paragraphs that any layman can comprehend. This is the pithy way he summed it up:

"There are two kinds of rights of privacy. One was created by common law and the other (existing in New York) by statute. The first may be defined as follows:

"The right of privacy is the right of every person not to have his individuality, personality, or identity made public without his consent. This right is limited, principally, by the rights of freedom of speech and of the press. *Neither of these limits protects the advertiser.* Practically the sole protection of the advertiser is the 'release.' By this is meant a consent that the picture, name, etc., be used in advertising.

"The second is best expressed in the terms of the statute itself: 'Any person, firm or corporation

that uses for advertising purposes, or for the purpose of trade the name, portrait or picture of any living person without having first obtained the written consent of such person, or if a minor of his or her parent or guardian, is guilty of a misdemeanor, and is liable in an action for damages and an injunction.'

The italicized phrases very likely constitute a specific answer to the question asked in the letter printed herewith. Of course, we wouldn't want anyone to get the impression, from this, that we look upon advertising and free publicity as being one and the same thing. Perish the thought. However, the courts probably would consider them as being synonymous in intent, if not in achievement, and that is all that matters in this particular instance.

Although we blush to admit it, we phoned several members of the clan who march under the banner of publicity, press agency and propaganda. We asked them about their customary practices in matters of this sort and were assured that they make it a definite point to secure releases before using anybody's name or picture in press releases.

There is just this additional point: Those individuals who employ publicity counsel, by that very act stamp themselves as believers in the theory that the right of privacy is not a right at all—to the contrary, they envy the privileges of a gold fish. Whether such individuals would enjoy protection under the wings of the law of privacy is an interesting question that we won't attempt to answer.—[Ed. PRINTERS' INK.]

Cincinnati Office for Radio Broadcasters of America

Radio Broadcasters of America, Inc., with offices at New York, has also organized a division at Cincinnati, with headquarters in the Enquirer Building. Associated with I. C. Stoll, president of the company, at the Cincinnati division are Harold True, formerly with radio station WTAM, Cleveland, and A. C. Byron, field executives; Jack Maish, in charge of continuities; Eleanor C. Spencer, publicity director, and Eleanor Smith. This organization is also planning the opening of an office at Chicago in the near future.

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The White Spot of the Nation

Los Angeles has had
136 Months of Continuous
Prosperity

Los Angeles
World's Richest per
Capita Market —

According to the Nation's Business, an accepted authority on national business conditions, Los Angeles has been in the "White Spot" more since the War than any other metropolitan area in the country.

In the 136 months from January, 1919, to May, 1930, business conditions in Los Angeles have been reported "good" 121 months, 15 months have been reported "fair" and NONE HAVE BEEN REPORTED "QUIET."

— here is an ideal Market. In size the Fifth in the Nation, in buying power per capita the First, the Los Angeles Area offers unusual opportunities for large sales volume at low cost.

and the leading Daily newspaper in this great, rich field is The Los Angeles Evening Herald. With a circulation larger by thousands than any other Los Angeles Daily—and this circulation concentrated 96.1% right in Los Angeles and immediate suburbs—it offers to the merchandiser an unequalled advertising buy.

We say in all sincerity that—

**ANY SCHEDULE DESIGNED TO COVER LOS ANGELES
SHOULD BEGIN WITH THE**

LOS ANGELES EVENING HERALD

REPRESENTATIVES

New York
HERBERT W. MOLONEY
342 Madison Ave.

Detroit
RAY MILLER
General Motors Bldg.

Chicago
JOHN H. LEDGER
326 Madison
San Francisco
A. J. NORRIS HILL
Hearst Bldg.

The Most Vital Question

"How is business going to be?"

NO news has greater compulsion today than the news of business. It affects all of us. The news of this week's economic trend is vital to planning ahead. There is no time for guesswork, for hedging opinions, for theory.

Decisions must be made upon a multitude of everyday business problems: expenditures approved or vetoed upon judgments based on up-to-the-minute facts. Thinking that is 30, 60, or 90

days past due, is only interesting as a retrospective pastime.

More than 75,000 keen-minded administrative executives feel the pulse of business through *The Business Week*. It is the only fast, comprehensive, single source of such vital news-information available.

Page after page of *The Business Week* reads into the deeper thinking of these men. It feeds, not their enthusiasms, but their strategies. And while they are thinking and planning ahead they are wide-minded.

If you sell or counsel sellers to business, now is the time to utilize this vital advertising force.

THE BUSINESS WEEK

The Journal of Business News and Interpretation

**NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT
ST. LOUIS • PHILADELPHIA • BOSTON • CLEVELAND
GREENVILLE • LOS ANGELES • LONDON**

McGraw-Hill Publishing Company, Inc.

La Prensa . . . "the highest recognition we can give"

*Dean Williams, School of Journalism
University of Missouri*

FIVE awards in all — *La Prensa* the only South American newspaper to receive one of them. Said Dean Williams, who made the presentation of medals*: "These are the highest recognition we can give at the School of Journalism for distinguished service in our own profession of journalism."

We have often referred to *La Prensa* as "South America's Greatest Newspaper." It is gratifying when disinterested experts and educators agree.

It would seem that the South



*Medal awarded at special convocation, 21st Annual Journalism Week, University of Missouri, May 8, 1930. *La Prensa* and the New York Times the only newspapers ever so honored.

American public is also in accord, for *La Prensa* has twice the circulation of any other Buenos Aires morning newspaper . . . more circulation in Buenos Aires alone than has its nearest competitor in all Argentina.

All these people can't be wrong . . . surely you must be right when you choose *La Prensa* to carry your advertising message. Let us give further proof that when we say, "South America's Greatest Newspaper" we are able to live up to the name. Details on request . . . by mail if you prefer.

Some Crow . . We Quote

In his presentation speech, Dean Williams of the School of Journalism, University of Missouri, characterized *La Prensa* as follows: "A leader of the world's journalism, courageously independent, tolerant, generous in public service, printing the world's news in ample measure, giving a faithful photograph of in-

ternational affairs, stoutly defending the interest of its people while sympathetically interpreting other peoples, cultivator of international goodwill, carrying forward the high ideals of its great founder, Dr. José C. Paz, under the gallant leadership of his son and successor, Dr. Ezequiel P. Paz."

LA PRENSA

of Buenos Aires

"South America's Greatest Newspaper"

JOSHUA B. POWERS, INC., International Publishers' Representatives
250 Park Avenue, New York

LONDON . . . PARIS . . . BERLIN . . . BUENOS AIRES

Some Snootifying Is Justifiable

Let Advertising Illustrations Be Honest, but Don't Eliminate All Idealism

By Peirce Johnson

Art Director, The Ralph H. Jones Company (Advertising Agency)

AN indiscriminate use of "smartness" in advertising art gets a hard wallop from Louis M. Cottin, who writes in the May 15 issue of *PRINTERS' INK* on "Snootifying Homely Products." One suspects that Mr. Cottin is also out to lambast art directors as the individuals responsible for the situation that gives him offense.

For, as Mr. Cottin realizes, the snob appeal is one which is more easily registered by layout and art than by copy.

In the main, of course, Mr. Cottin is right in his contention. The snob appeal has been overdone. An increasing number of readers are distrustful of advertisements which do not ring true in looks or argument. Too few of us on copy and art staffs realize how contagious honest enthusiasms generated by a good product may become. We are not awake to the possibilities for dramatization afforded by apparently prosaic articles intended for everyday people.

Critics of the top hat and dinner clothes school of advertising, however, should watch their step. In their justified protest against too much "atmosphere," they may find themselves marching back to the dark ages of advertising, hemmed about by test tubes, frowsy people, charts, diagrams, and all the stodgy counterfeits of "realism."

For in spite of tendencies to excesses which must now and then be corrected, the technique of advertising preparation has made great strides in the last decade. And nowhere has this progress been more noticeable than in the field of illustration.

Art directors are no such despots as Mr. Cottin points out. But if they are entitled to some share of the credit for making pictures more interesting and more persuasive, it is in this: that they have learned the trick of idealizing the homely scene.

Mr. Cottin pleads eloquently for "homespun comfort," "young women bending over washtubs," "boys and girls dressed a bit soiled after a day's activity," and complains bitterly that he cannot find such subjects in his favorite magazine. I seem to find them in mine.

But while the homely scene is still with us, it has been touched by the wizardry of the clever artist. The two women who sit down to tea, as women really do even in Sears, Roebuck homes, are a head higher than Nature really made them. Their modish gowns do not clash in color; tea things and furniture are the kind our wives yearn for but seldom have enough pin money to buy.

Idealized Soap Bubbles

The housewife has found in her current periodical the idealization of soap bubbles in a kitchen sink. She has observed herself purchasing a laundry product at a spotless counter in an immaculate store. The cold cream jar that may later be tucked into a crowded corner of her medicine cabinet is pictured amid accessories simple but luxurious.

And why not? Do not the products that have won their way to national use deserve the subtle flattery artists may give them? And most important of all is not the reader herself—or himself—flattered by the situation lifelike but never commonplace which they fit themselves into?

The problem then is not whether we shall idealize in our advertisements products and people and situations, but just when we are to put on the brakes. And that nice adjustment between things as they are and things as we should like them to be is the job for copy writers and art directors to work out together with their eyes on the sales sheet.

Doubtless Mr. Cottin agrees

with all this and is merely poking fun at his art-minded associates with whom he must work daily. They in turn can be grateful for his reinforcement of their opinion that art in advertising, as elsewhere, to be vital must be essentially honest.

Don't We Know How It Helps!

THE PARKER ADVERTISING CO.

DAYTON, OHIO, MAY 27, 1930.

Editor of PRINTERS' INK:

I'm bubbling over. And I know it always helps to have someone tell you how he appreciates your work. So here's the story.

Several years ago—I guess nine or ten—I began my turn at sales and advertising. As an advertising manager of a small business I found PRINTERS' INK immensely helpful. The last two years, as a writer of advertising for other folk, I have found it just as valuable.

Take this last issue—of May 22. It is brimming over! The advice of Ernest Green, Jr. to the writer . . . Finney's "On Being Advertising Minded" . . . "That Problem of Advertising Agency Personnel" by Wilson, a splendid article! . . . and Groucho, bless him. And then between Aesop Glim and W. Livingston Larned I am fully convinced I know nothing of art. The Little Schoolmaster . . . the editorial on "Too Much Showmanship in Advertising Conventions" . . . all, all magnificently done up in one little weekly issue.

Should I know when to stop? Perhaps. But as long as PRINTERS' INK comes to this agency once a week it will be received gladly and read with a "Whoosh!"

J. L. SOWERS,
Account Executive.

Industrial Advertisers Group Nears 1,000 Members

The new membership campaign which is being conducted by the National Industrial Advertisers Association, New York, has already brought in more than thirty members. This brings the total membership close to the 1,000 mark which, it is expected, will soon be passed.

Five classes of membership have been established under a new membership plan. Class A constitutes life membership on payment of \$5,000; Class B, contributing membership, \$500 and up; Class C, sustaining membership, \$100 and up to \$499; Class D, participating membership, \$25 to \$99; and Class E, regular membership, \$3 for active and associate members and \$5 for members-at-large.

Each class carries with it certain privileges and services extended to a particular type of membership. Full details are available on inquiry to the headquarters of the association.

New England Council Reports on Advertising Survey

The results of a survey among New England advertising agencies, conducted by the industrial committee of the New England Council, show increased advertising for 1930, on the whole, in that section. Fourteen agencies out of the thirty-nine replying to the inquiries of the Council reported increased advertising by their clients in 1930, three of the agencies reporting big increases. Eight reported no change in the advertising efforts of their clients over those of 1929.

Five agencies reported both increases and decreases, about equally balanced, while five reported decreases.

One agency reported its largest and most aggressive clients spending more for advertising than in 1928 or 1929, while on the other hand, the smaller advertisers, those able to use advertising only in a limited way or those whose attitude on advertising may be less enlightened than the others, are showing a tendency to curtail their appropriations on the basis that they must exercise more than ordinary economy.

A World-Wide Data Service

ROBERT L. STEWART
COMMISSIONER IN INDIA FOR AMERICAN MANUFACTURERS

BOMBAY, INDIA, MAY 3, 1930.

Editor of PRINTERS' INK:

Your big list of clippings on policies in a "buyer's market" enclosed with yours of March 28 has arrived. I thank you very much.

No one would suspect from externals that you could operate a world-wide data service for executives with so much good-will and a "zero" charge.

ROBERT L. STEWART.

Northwest Salmon Canners Appoint Erwin, Wasey

The Northwest Salmon Canners' Association, comprising thirty-three salmon packers operating in the Pacific Northwest, British Columbia and Alaska, has appointed the Seattle office of Erwin, Wasey & Company to direct its advertising account.

Eugene Barnett with Caples Company

Eugene Barnett, formerly with the Robert M. McMullen Company, New York advertising agency, now McMullen, Sterling & Chalfant, Inc., has joined The Caples Company, advertising agency, also of that city, as art director.

Appoints Devine-Tenney

The Fairmont Newspaper Publishing Company, publisher of the Fairmont, W. Va., *Morning Times*, *Sunday Times* and *Evening West Virginian*, has appointed the Devine-Tenney Corporation, publishers' representative, New York, as national advertising representative of those three papers.

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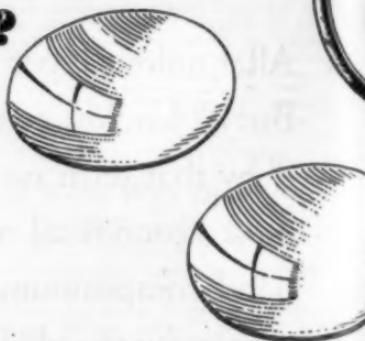
All Ludlow types are not "modern." But all Ludlow composition is modern, if by that term we understand the one most economical method of setting all hand composition, a cleaner job every time, with the old lost motions of single type composition eliminated.

Many of the leading advertisers are investigating the advantages of doing it the Ludlow way. They incur no obligation, of course.

ludlow
typograph co.

2032 clybourn avenue, chicago

COULD YOU PUT THESE TWO LENSES IN THEIR FRAMES CORRECTLY?



IF you took the lenses from your glasses and shuffled them around, could you put them back where they belong? Could you tell which lens is for the left eye and which for the right? Could you set them at their proper axes so your vision would be properly focused? Your oculist could—for he is a specialist.

Selecting the right newspapers to insure covering the whole rich Boston market is just as painstaking a job as choosing the correct lens for each of one's eyes. First, you must know there are two distinctly different audiences to reach in Boston Second, you must *know* that each audience is definitely prejudiced to its own particular type of newspaper Third, you must *know* each type of newspaper is built as exactly for its individual patronage as each of one's lenses is ground for an individual eye.

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Boston's two audiences are distinct and separate by virtue of centuries of training, habit, tradition, environment and point of view. It is impossible to cover these two groups with one newspaper. To appeal to but one is to divide your interest in this fourth largest American market in half.

The Boston Herald-Traveler is the only newspaper read by one of these Boston audiences—this is that part of Boston's three-million market which experience has proved to be the most valuable unit of newspaper circulation in relation to value of unit of sale.

The other Boston audience is reached through the columns of the other three leading Boston dailies.

To cover Boston select the Herald-Traveler—which carries the largest advertising lineage of any Boston newspaper and any one of its three leading contemporaries.

Eight years the Herald-Traveler has been a National Advertising, including financial, automobile and publication advertising among Boston daily newspapers.

Advertising Representatives:
GEORGE A. McDEVITT CO.
New York Chicago Philadelphia Detroit

HONERALD-TRAVELER



Herb Donohoe *returns to Photoplay*



I am glad to announce that Herb Donohoe, recently Advertising Manager of Smart Set Magazine, is back at Photoplay.

He is now Co-Eastern Advertising Manager.

JAMES R. QUIRK, *Publisher*
Photoplay Magazine

Will Dealers Pay for Display Materials?

The Bausch & Lomb Optical Company Has an Experience of Six Years to Prove That They Will

TO expand a program of dealer helps and displays often means that a policy of supplying such materials free must be changed to one that includes the retailer as a sharer in this cost. Though such sharing of expenses will enable the manufacturer to make greater and much more efficient promotion plans, those who believe that displays should be provided free always raise certain objections. Three principal objections are:

(1) Everyone else gives helps free. We will antagonize our best accounts by asking them to pay;

(2) Jobbers won't be bothered handling a lot of materials in addition to regular merchandise;

(3) Dealers won't buy enough goods to make it worth their while to pay for displays either as an extra assessment or as part of a merchandise deal.

About six years ago, the Bausch & Lomb Optical Company, which hitherto had issued very little store display material (and this little free, on request of salesman or dealer), carefully looked over its display situation. And it decided that in spite of all objections, it would be worth while to expand promotional activity—to ask the trade to shoulder a share of expense aimed to build up business for both the manufacturer and the dealer.

Accordingly, two or three small displays were offered to retailers if they would buy enough goods to justify the cost of the helps. This was a trial step, to find out whether the trade would be interested in a greater variety of store display. If dealers reacted favor-

ably to these, then later the trade might be asked to pay part of the cost.

The first displays caused no great sensation in the trade. Dealers took them quite calmly, but expressed approval of the policy by buying far more than the expected



Bausch & Lomb Have Discovered That Dealers Are Willing to Pay for Good Window Displays Such as This

number of merchandise deals. Then they asked for better displays, more attractive than those first sent out.

According to M. C. Williamson, manager of the Bausch & Lomb sales service department, the company's display policy has been, since the first step was taken, one of constant experiment and development. And from a comparatively humble start about six years ago, the display program has expanded at an average growth of 40 per cent a year. During 1929, about 85 per cent of all displays issued were paid for by dealers either outright or with a merchandise deal.

"It is natural to assume," says Mr. Williamson, "that certain displays or types of displays would prove themselves superior to others

and therefore would predominate. But our plan has been to pioneer continuously and to provide a new idea with each display.

"Because we believe that if we are to continue to retain dealer interest in displays for which they pay—either outright or as part of a merchandise deal that absorbs a share of the original display cost—we must continue to provide displays which have a wide range of ideas and which are made of a wide range of materials.

"That our basic policy is sound is shown in the large growth our displays have had during the last six years as well as in the fact that 1929 was our best sales year since the war. In addition, what with a market break and a general period of depression, we have noticed no lull in the steady progress of our business during the first four months of this year. Part of this continuous progress we ascribe to our advertising display program."

What Groucho Says

• What a Girl with Personality Can Do

SEE that girl over there? Looks pretty snappy, doesn't she? Well, she is.

What's her job? Boss says she's the whole works. She's our trouble finder and healer, any kind of trouble. She started out, a few years ago, to make herself pleasantly visible. She studied people, began to dope out what people wanted and needed and tried to find it for them. Now she gets fairly big money, about a third of what she's worth. Still she hasn't any title or particularly stated job except that she's responsible for hiring most of our people.

You see her desk is in the middle of the office. That came about naturally, like the location of a State capital, because everybody goes to her. Look! There goes King to her with a rough layout. Probably King has had a row with an art man and wants her to tell him he's right and the artist is all wet. King thinks the sketch is punk but isn't sure about it. He'll approach her casually, just act as if he had something interesting to show her. See? Now he's telling her that the artist thinks it's fine but he (King) dunno about it. If she says, "I think you're right, Mr. King, it seems a little too much so and so to me," then King will throw out his chest, go back whistling and can be rough. If she says, "Of course, Mr. King, I see why you doubt it, but don't you think it's really pretty clever?" Then King

will sneak back with his head down, looking at the rough to find why she likes it. Look! There he goes, wabbling along looking at the sketch. See him stop and study it. Art man wins. King will say, "After all, I guess this is pretty good."

There comes a flossy doll looking for a job. Our lady smiles at her, takes one good look, apparently sees more paint than patience, tells her sorry but we're full up of typists and it's all over pleasantly and efficiently.

Now Boss saunters over for a word with her. What's he talking about? Dunno. Maybe asking her if she can't pep up Spencer a bit, or if she thinks Groucho is any good or what's a good show to go to or any old thing that's on his mind. Anyway he's saying yes, yes to her answer.

What's the moral to this tale? I'm not pointing a moral. I'm just telling a tale. I'm showing you a young woman who has brains and has worked hard and chucked all her personality into her job and there she is, the life of the party.

Maybe it ain't brains so much as that she's a charming woman who knows how to use her eyes in all the ways that a good pair of eyes can be used. Anyhow she's making money for us, and I know blamed well she's got brains, or she'd slip up fifty times a day—or maybe more.

GROUCHO.

Editor
Office
W. V.
and
383 M.

**ARGENTINA
offers Real
Merchandising
Possibilities...**

LA NACION
provides Prestige
Superior Coverage
Extraordinary
Pulling Power

Argentina's per capita wealth is exceeded by few countries in the world. It is a progressive and rich country with real merchandising possibilities.

LA NACION enjoys a prestige in Argentina possessed by few newspapers in the world. Founded over 60 years ago, it commands the attention and respect of the Argentines, due to its dignified presentation, excellent make-up and progressive ideals.

The readers of LA NACION form a great army of logical prospects for the products of American manufacturers. It has regularly carried much more display advertising than any other newspaper in Argentina.

The American advertiser and advertising agency will find LA NACION an advertising medium of inestimable worth. Rates and sample copies furnished upon request.

Editorial and Gen'l
Offices in U. S.:
W. W. Davies
Correspondent
and Gen'l Rep.
383 Madison Avenue
New York

LA NACION
of Buenos Aires

U. S. Advertising
Representatives:
S. S. Koppe & Co., Inc.
Times Building
New York
Phone: BRYant 0940

The Farm

Dairy farmers have good homes, fine barns and always have money.

The Farm Journal reaches more farms where dairying is a principal source of income than any other farm magazine.

The red areas on the map lead in value of all dairy products of farms. The numbers show the rank of each state or unit, based upon figures from the 1925 census.

The Farm Journal with its 1,544,042 net paid circulation also leads where the value of farm property is greatest—also farm buildings, implements and machinery, farm tractors, farm automobiles, crops, livestock, poultry products, fruits, vegetables, grain, hay and other sources of farm income.

Here
larges
greate

* 1,338

The Farm Journal gives national advertisers most farm coverage in all the important trading areas.

Journal Leads

Farm Income from Dairying



To more nearly equalize areas—New England is treated as a single unit—also Maryland, New Jersey and Delaware

Here is the order of coverage by the magazines having the largest country circulation in the territory which has the greatest farm income from dairying:

- 1st The Farm Journal★
- 2nd Country Home
- 3rd Country Gentleman
- 4th Successful Farming
- 5th Capper's Farmer

* 1,338,483 subscribers to The Farm Journal in these states

Dairying Is a National Industry
Supplying a Regular Monthly Income

NATIONAL
The Farm Journal

Chicago

PHILADELPHIA

New York

WHAT PRICE Beauty...

The desire for beauty runs high among the women readers of PHYSICAL CULTURE. In fact that is one of the reasons they do read PHYSICAL CULTURE.

And here's what PHYSICAL CULTURE tells them:

Through the Charm Department—

"How to Attain Charm"—for this they need soaps, dentifrices, tooth brushes, creams, shampoos and like products.

Through the Body Beautiful Department—

The desire for beauty of form is deeply implanted. For this they need vibrators, sun lamps and exercisers.

Through the Physical Culture Institute of Nutrition—

They receive authentic information on health menus, weight control menus and diets for special purposes. For this they need all manner of package foods including bran, whole wheat flour, health beverages, fresh and canned fruits.

Those advertisers who recognize this responsive audience of women who desire beauty and have the money with which to indulge themselves, find PHYSICAL CULTURE a great advertising medium.



[The Charm Department receives more than 500 letters a month from readers seeking beauty aids.]

PHYSICAL CULTURE
The National Magazine of HEALTH and BEAUTY
 MORE THAN 300,000 FAMILIES *Live* BY IT

Meeting Present-Day Conditions Overseas

Exporting Today Calls for Still More Managerial and Organizing Skill

By Walter F. Wyman

General Sales Manager, The Carter's Ink Company

DURING a recent luncheon with our traveling representative, Donald A. Chadduck, who represents us in the Far East, he made a statement which is truly significant of conditions not merely in one country, but in several parts of the world today.

He said: "It may interest you to know that Carter's Inks are worth more than money in China today. The importers, therefore, are permitting shipments to lie in go-downs until the purchasing power of money increases."

Before me is an excerpt from the "Mid-Month Review of Business," issued by the Irving Trust Company of New York. It is significant that the very first item discussed refers to a business condition outside the boundaries of the United States.

A major problem in domestic and foreign business at present is the steady recession in commodity prices in many parts of the world. The purchasing power of entire countries has been impaired, and until gluts of various raw materials can be disposed of and production adapted to the new order of things, there would seem to be an influence at work that will increase the difficulty of maintaining our exports at the recent high levels.

The growing importance of foreign markets to American manufacturers is demonstrated by the steadily increasing ratio of the sales of American manufactured goods as compared with those of foodstuffs and raw products. Surely there was never a more opportune occasion for applying managerial and organ-

izing skill to this aspect of marketing.

This is indeed a gloomy picture. But judging by recent reports it is one which evidently represents the sincere opinion of many inside and outside financial institutions in

New York. To my mind, the greatest justification for the far from optimistic tone of this and other editorial comments lies in the wide range of basic commodities to which it could refer. Those whose import or export interests include Brazil will naturally see in such comments a direct reference to coffee. The agricultural interests will most naturally think of wheat. In Oklahoma, Texas and California the first thought might be of oil.

In connection with depressed markets and with lowered price levels, it is inevitable that banks have exercised decided caution in connection with clean drafts and they have also tightened up on documentary drafts.

That there are two sides to the existing situation has escaped the attention of many. It is a sound theory which frequently becomes a proved fact, that lower prices create increased consumer demand. It is not unknown in the commercial history of the last two decades that consumers in not one, but many markets have felt in a position to buy our highest-grade products for the first time only

EXPORT markets have not been immune from setback that has characterized the domestic situation. In fact, the Irving Trust Company of New York goes as far as to say that: "A major problem in domestic and foreign business at present is the steady recession in commodity prices in many parts of the world."

What can American manufacturers do to meet present-day export conditions? Beyond doubt, export markets must be cultivated along lines other than those which have recently prevailed. This article tells what some manufacturers are actually doing abroad.

when their prices were artificially lowered. It is also a matter of history that these same consumers have continued to buy superior products when prices resumed normal levels.

On one hand can be seen an average lowered purchasing power of markets and on the other hand, conditions behind conditions which inevitably bring into being profitable short interests with increased purchasing power.

What are American manufacturers doing to meet conditions, seemingly adverse, which have come into existence since the first of the year?

It must be taken as a fundamental that prior to the first of the year the exporting manufacturers of the United States, in making their plans for 1930, were not so filled with sanguine hopes of banner sales records abroad that they ceased planning to sell overseas. The history of every successful manufacturing exporter over a long term of years has made its management officials know that sound planning is precisely as important when times are good as when times are bad. For the object of selling overseas is to make the greatest fair net profit over a long term of years. The *greatest* profit from exporting always demands sound organization, skilful planning, effective execution and a wealth of vision and courage.

These qualifications do not vary nor is the major task harder because of conditions beyond control. It is just as hard, in other words, to secure the ultimate dollar in profits in a favorable market as to secure the last possible profit dollar in a depressed market. Precisely this principle will be seen in the specific examples which are included in this consideration of an obviously serious situation.

"Our management officials are decidedly inclined to be fair-weather exporters," writes the director of exports of a New York corporation. "The present condition in many of our most important foreign markets is in one way precisely to my liking. With us,

we need volume overseas to keep down both purchasing cost and production cost. From 1925 through early 1929 I have experienced difficulty in securing fully adequate capital ammunition to overcome the armed resistance of desperate European competitors. For we were producing sales volume in these markets adequate to meet what was required to care for purchasing and production needs."

His letter continues, "Since the very first of this year I have been educating our board of directors to the diminution in purchasing power of the very markets responsible for our large foreign sales. By proving in advance the certainty of substantial shrinkage I have for the first time in five years been able to secure appropriations for sales promotion necessary to ensure our overseas tonnage. I have even been able to secure the board's approval of the purchase of the plant, equipment and goodwill of a key competitor in a European country after having secured only postponement upon postponement of action during 1928 and 1929."

This keen export executive is rightly confident that, with no substantial profit shrinkage, his sales will be maintained because his methods in selling overseas will be changed to meet changed conditions.

More Space Is Being Used in Advertising

Those who are closest to export advertising have noted decided increases in the space used overseas by veteran exporters. These increases have accompanied the almost complete withdrawal of export advertising by export novices. It is the time-old story of marketing. The big fellow knows that he cannot afford to weaken his sales assault when he meets sales resistance. The little fellow, with but rare exceptions, assumes adverse economic condition wholly beyond his control and retreats rather than face losses.

The truth of the situation is that the little fellow need not be

More Farmer Subscribers More Total Subscribers More Agricultural Advertising and More Total Advertising

than any other farm publication in Kansas or Missouri. The Weekly Kansas City Star leads in each state separately and in both states together.

Write for further facts about the outstanding agricultural buy in America's richest agricultural section.

The Weekly Kansas City Star.

489,978 Paid-in-Advance Subscribers

scared. He is too insignificant a pawn in the battle of international commercial exchange to be noted—surely too small to be attacked. While he would be indeed foolish to imperil an undue amount of capital resources in adverse conditions, I enjoy quoting the able remark of Henry H. Morse, vice-president of Florence Stove Company: "Postage stamps and the cost of sales letters remain the same regardless of the price of cocoa, coffee, hemp or beef. Courage, not capital, is the first need of the small exporter."

The truth of this analysis is shown by the experience of two New England, two Ohio and two Pennsylvania manufacturers with whom I have been in recent correspondence. Not one of these small manufacturers has sales abroad amounting to more than \$50,000 a year. Each one prizes export sales because of the added dollars in dividends thus made possible.

These six manufacturers—and doubtless countless hundreds of others—made up their minds that they would need to work harder for export profits in 1930 than in past years. In no case, however, was their investment in export selling increased more than \$2,000. Brains were spent freely in lieu of money, with the result that larger and better "all by mail" campaigns were inaugurated so that by mid-March each one of the six had sold more than in any previous year's comparable period.

These enterprises will admit the truth of changed economic conditions, but they have disproved the theoretical conclusions of those who believe that lowered purchasing power in a market necessarily means lowered purchases of any given manufactured product.

Unquestionably, the greatest number of export salesmen ever sent overseas by American manufacturers is to the credit of 1930. This one factor more than offsets existing unfavorable economic conditions so far as they apply to branded merchandise.

An Ohio maker of small rubber wares represents a type of manu-

facturer who is facing today's overseas conditions by retrenchment—and wisely. Its vice-president in charge of sales recently told me: "We have no false pride in connection with our exports. We regard selling abroad merely as a means of making profits otherwise unobtainable. We do not feel called upon to bolster up our prestige, home or abroad, by sales forced at inordinate expense. In two European and one Far Eastern market our resident representatives anticipated exactly the conditions which we have found since mid-January. In December, we decided upon a policy which would cut our costs of sales so that our profits on smaller volume would not be seriously affected."

He concluded: "Our distribution to the public is necessarily based upon personal contacts with a few wholesalers and thousands of retail customers. Our selling organization in each important foreign market is built up of one highly paid branch manager who is responsible for our sales to the wholesalers. In addition, we have junior salesmen who visit the retailers, soliciting their orders through these selected wholesalers. The primary function of both the branch manager and the junior salesman is to know their customers and be liked and preferred by them. Consequently we do not need to guess the attitude of our trade outlets.

"In addition, we study the consumer and we know from experience what his normal and sub-normal pocketbook will permit him to buy willingly. We have found that we can stimulate sales to consumers when conditions are slightly adverse and still make normal profits. But we also know that certain of our products will not profitably respond to sales stimulation unless conditions are better than normal. We have dropped from our junior sales force all but the most courageous and proved producers. The only exception has been to transfer to other markets junior salesmen of promise who have never had a real

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THE BANKER IS IN YOUR PICTURE!

The net paid circulation of the Journal as of the June issue will exceed 37,000—a gain of 4,000 in the past six months.

* * *

Circulation gains in a magazine like the A. B. A. Journal are an important indication of reader interest. Now, in addition to approximately 20,000 banks, the Journal is reaching over 16,000 bank officers and bank directors at their home addresses, an audience of the most important men in the business and financial life of this country.

* * *

The Journal is on the Limited trains of the Pennsylvania and the New York Central Railroads, and it is surprising how many men discover it for the first time in the club-cars and promptly send us a request to be allowed to subscribe. Though written for Bankers—Bankers are business men—and the Journal discusses business and banking with authority.

* * *

Anyone of the men below will gladly tell you the Journal's story.

* * *

Alden B. Baxter, Adv. Mgr.
J. Howard Snow
New York.

Charles H. Ravell,
332 South La Salle St.,
Chicago, Ill.

Cupit & Birch,
Kohl Building,
San Francisco, Cal.

846 So. Broadway,
Los Angeles.



The Head of the Family

In every community Bankers act in an advisory capacity in the administration of estates that mean comfort and happiness to many families.

To Bankers, Mothers come with confidence, asking advice and counsel in the purchase of a new home, the selection of a school or college for a son and heir... for the hundred and one bits of aid and advice that the head of the family had been wont to give.

Industry too, looks up to the Banker as "the head of the family." Businesses constantly seek the Banker's advice and counsel where a careful decision is necessary to progress.

Tell your story to Bankers, for the influence of bank officers and directors extends from the biggest corporation to the most humble home.

* * *

AMERICAN BANKERS
Association
JOURNAL

110 E. 42nd STREET NEW YORK CITY

Edited by James E. Clark



N JULY HOUSEHOLD

begins

"By Reason of Strength"

◆ ◆ ◆
• • a powerful new novel
of EARLY AMERICA by
Gerald W. Johnson, author
of "ANDREW JACKSON"
• • An Epic in Homespun" ◆ ◆ ◆

THE HOUSEHOLD BOOKS
ADVISORY BOARD
John Dewey, President
Henry L. Stimson
John Galsworthy
John M. Lewis
John T. Farley
John R. Green
John C. Traub
John H. Johnson
John D. Long
John E. Muller
John F. O'Hara

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IN OCTOBER
Minton, Balch & Company
will publish this
in book form



Just another example of the
progressive editorial policy
for which **HOUSEHOLD**
is becoming *famous*

The HOUSEHOLD MAGAZINE

A CAPPER PUBLICATION • ARTHUR CAPPER • PUBLISHER

New York
Cleveland

Chicago
Topeka

San Francisco
Kansas City

Detroit
St. Louis

London Loosens Its Belt

600,000 PEOPLE HAVE BEEN ADDED to outer London in the last 3 years. 240,000 NEW HOUSES have been built within the Metropolitan Police area of London in the last 10 years.

Houses to be equipped and furnished—and the building is still going furiously forward.

London is going modern at record speed. Control is in the hands of youth. Ambitious, demanding, earning, spending youth.

This modern London belongs to the EVENING STANDARD by right of service rendered. For years the EVENING STANDARD has fought for the leadership of youth in London.

The EVENING STANDARD appreciates the power of youth. Youth appreciates the power of the EVENING STANDARD. They are one and inseparable.

This is the market, the greatest single market ever offered an advertiser, that the EVENING STANDARD offers you.

A market, and a coverage of the buying power of that market, which no other publication of any kind can give you.

Write, telephone, telegraph or call for the booklet, "London Loosens Its Belt." Do something about it *at once*.

The Evening Standard

The Voice of London

JOSHUA B. POWERS, INC.

International Publishers' Representatives

250 PARK AVENUE, NEW YORK

London

Paris

Berlin

Buenos Aires

If you have not read the booklet, YOUR PEOPLE, send for it at once—and get all the facts.

This is the fourteenth of a series of advertisements presenting the world's most concentrated market, and its three-fold voice—Great Britain and the Beaverbrook Press.

opportunity to prove their ability." "Watch Gillette," is a slogan throughout the United States. It is tremendously significant that in the face of declining commodity prices in many countries Gillette will invest 25 per cent of its advertising expenditure of 1930 in its export field. Those who know Gillette best realize that this advertising expenditure is but part of its export marketing plans. The evidence is that Gillette is going to meet increased sales resistance with mass sale attack.

Kraft-Phenix Cheese Corporation will devote \$725,000 of its total advertising appropriation of \$2,825,000 to five export markets. Five hundred thousand dollars will be invested in advertising in Great Britain and Europe; \$125,000 in Australia; \$50,000 in Cuba and \$50,000 in Canada.

For many years, office equipment manufacturers in the United States have been closest students of marketing conditions and marketing methods. It is common knowledge that office equipment manufacturers are studying their foreign market budgets and quota allowances most carefully. It is certainly true that in many, rather than few, instances their entire sales attack is

being remodeled to meet new conditions overseas. They are stressing the economy inherent in the well-machined office instead of basing their sales argument upon ease, speed and convenience.

In the consideration of such a broad economic problem as declining world commodity prices, it is obvious that a short-time survey is impressionistic rather than conclusive. One of the most indicative of the revelations coming from a study of most recent exports is that our shipments overseas of agricultural products, while representing only about 38 per cent of the total, were responsible for more than half of the decline in value of exports during January and February, 1930. Conversely, our exports of industrial and electrical machinery showed large gains.

The personal conviction of a man who is close to the greatest range of manufactured and branded exports from this country is that the recent high level of exports in these lines will be maintained, generally, in spite of slight recessions by some enterprises. The losses will be recorded in those items, in his opinion, for which habitual demand has not been created by sustained advertising.

Confusing Results

IF a full page in a woman's magazine pulled three times as many replies as six one-sixth pages in the same publication, and if the test had stopped there, the advertiser might have thought he was hot on the trail of a big idea. He didn't stop, and the advertiser, Corot Limited of London, as reported in *Advertisers' Weekly*, found other things.

In another paper the full page produced 20 per cent more than the aggregate of the smaller spaces. Two full pages inserted in still another publication, one before and one after the publication of the one-sixth, reversed the other results. The first full page pulled 25 per cent less replies than the small pages, and the second 20 per cent less.

Other tests of twenty-two advertisements dealing with position as well as size produced equally conflicting results as most similar tests usually do.

An official of the company, summing up, said:

"I have frequently found that solus positions in newspapers and other media, on right-hand pages, amongst most interesting editorial matter, have brought less business, very often, than a similar space, similarly filled, on a left-hand page in the middle of a column surrounded by two other columns of advertisements."

The John M. Branham Company, New York, publishers' representative, has issued a new edition of its annual telephone directory of New York advertising businesses.

When the Trade Is Reluctant—Put Sales in Its Way

That Is What the Distributor of Permakote Is Doing

By Charles G. Muller

IF dealers, being given a new product, find the selling picture a hard one to appreciate fully, what can the manufacturer do to help them see the sales picture as he himself sees it? Should he take unusual or bizarre steps to develop this dealer appreciation or should he try to build enthusiasm through mediums the trade knows and can appreciate?

In introducing Permakote, a washable type of wall covering, the Richard E. Thibaut Company had to find its own answers to these questions. Now several years of experience have proved the Thibaut answers to be right ones.

According to Edward R. Bartlett, sales manager, the first barrier to be hurdled when the company decided to push a new pyroxylin covered washable wall paper was a general feeling among paper hangers and dealers that the product would be too permanent and therefore would not build profitable business.

"The second barrier," says Mr. Bartlett, "was a trade feeling that a wall paper of this sort should be cheap, something to sell to lower markets rather than for use in expensive decorating work."

"Having made little headway against these two trade misconceptions, Permakote's manufacturer had turned to us with a proposition that we take over its distribution exclusively. This he suggested because we had shown an interest in the wall covering and believed that we could overcome the two major difficulties in the way of its sale.

"As we saw the merchandising problem, the basic task was to get the trade to appreciate the product's selling possibilities as we understood them. And the way to build this appreciation, we felt, was to put the product in the way of decorators and paperhangers rather

than to force it on them. That is, instead of obviously bucking general feeling with a spectacular drive we would change adverse feeling gradually by making sales easy until such time as our trade waked to the fact that objections to the product were not so valid as they thought."

This plan the company began four years ago, the first step being to include a number of Permakote patterns in the wall-paper sample books which Thibaut sends to 15,000 painters, paper-hangers and decorators. The trade knew and understood such sample books, for through them a large share of wall-paper business is done annually. With Permakote patterns in these books, it was only natural that consumers should see them when selecting papers for home decoration, and interest displayed by the trade's prospective customers was bound to have its effect on the painters, paper-hangers and decorators.

One additional page in these books was devoted to an explanation of what the product meant to the trade, and prices—from \$1.35 to \$2.00 as compared with an average wall-paper price of 50 cents to \$1.50—showed decorators that they might be wrong in believing this wall covering had a cheap market only. Thibaut salesmen, telling their story directly during this first season, also worked slowly but effectively to build up trade appreciation of the product's possibilities when once understood.

100,000 Rolls Distributed

The result of this initial attempt to put the trade in the way of Permakote sales was a distribution of nearly 100,000 rolls during the nine months succeeding appearance in regular Thibaut wall-paper sample books.

Backing up this effort was a

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FOLKS IN THE ST. PAUL MARKET ARE MAKING MONEY—AND BUSINESS IS GOOD FOR ADVERTISERS

---AND THE TREND OF ADVERTISING IS
TOWARD THE DISPATCH-PIONEER PRESS

A million dollars more in bank deposits this year!

quarter of 1930, compared with \$142,299,207 for the same period in 1929—an undeniable indication of sound business conditions here and an explanation of why advertisers in this market are enjoying excellent returns on their investments.

More local and national advertisers using the Dispatch-Pioneer Press exclusively this year.

patch-Pioneer Press exclusively—an increase of 36 exclusive local and 52 exclusive national advertisers for these papers this year over the same period of 1929. This is evidence of advertisers' ever-increasing recognition of Dispatch-Pioneer Press adequacy in covering the St. Paul market.

Q Here's a situation that's hard to beat—a market overflowing with good business and one medium that will do an adequate job of carrying your sales message to it. Make the most of it.

Send for our new book—"THE LAND OF THE D-PP"—the complete story of the St. Paul and Northwest market.

St. Paul Dispatch-Pioneer Press

Bank deposits in St. Paul were \$143,219,375 for the first

During the first four months of 1930, 169 local advertisers and 280 national advertisers used the Dispatch-Pioneer Press exclusively.

promotion campaign directed at hotels. Business publication advertising, visits of salesmen, a half dozen letters, and trial rooms made up the promotion to this group of prospects for washable wall-coverings. A line about Permakote in all of Thibaut's national advertising, with additional small space devoted solely to Permakote served as a start to arouse consumer interest in the new product.

"Having begun in a small way," says Mr. Bartlett, "to change the attitude of the trade (1) by inserting Permakote numbers in the regular sample book so that consumers who showed interest would gradually waken the decorator to an appreciation of sales possibilities, (2) by pricing this covering in a profitable classification, (3) by interesting such logical users as hotels through advertising and promotion, and (4) by touching on the product in national advertising, we were ready in the second year to go farther.

"The next step was to put out a separate Permakote book along with our other sample books. Seeing that we devoted an entire portfolio to this line, the decorator could not help feel, we believe, that after all there must be something to this covering which warranted consideration.

"But we still felt we must do much to put the trade in the way of making sales. So in each of our regular books we inserted a Permakote paper with a page suggesting that the consumer ask to see other samples. If the painter left his Permakote book at home, then at least one sample would be seen by the customer no matter what book he showed her. Simply, we were determined that consumer interest should be allowed to grow and that much interest must be evidenced to the decorator right at the point of sale where it would most effectively convince him that the line had real potentialities.

"On the fly-leaf of these Permakote books we told the painter and paperhanger just that. 'Show Permakote patterns to your customers and you'll be surprised at what they say about them.'

"In a house magazine which we

send out about nine times a year to 10,000 paperhanglers and prospects, we talked the same ideas. And in almost every issue there was some article to show how effectively this product could be sold to women on the basis of their interest from just seeing it.

"In addition we reprinted for wide distribution a testimonial from the president of a prominent hotel chain which had tested and used Permakote, promoted the wall covering at hotel shows, and followed up by salesmen's visits, realizing that a growing appreciation in the hotel field for the product would help a great deal in giving the general trade our view of what could be done with the line through regular channels.

"The third year we further intensified our efforts in the same directions, and we found that at the end of three years we had doubled Permakote business."

Carrying out the original Thibaut plan of putting the product more and more in the way of the trade, Permakote has been distributed to many wholesalers over the country. To these distributors the company has given comparatively small stocks, so that they can learn for themselves what Thibaut believes about this particular product.

"When they have learned and also have taught their trade what can be done," explains Mr. Bartlett, "we plan to help these distributors get out their own Permakote sample books. When this is accomplished we will be, we believe, in a position to get strongly behind the product with the sort of national advertising which we put behind our other wallpaper lines.

"Up to now we have successfully been taking the first short steps which any company must take toward giving a reluctant trade a gradual insight into the possibilities of a product which the trade had not been able to visualize for itself."

New Tulsa Business

Miss Catherine Stuart, formerly with the Hope-Mills Advertising Agency, Dallas, Tex., has started her own advertising business at Tulsa, Okla.

One Paper Coverage

of the agricultural South!

ONE of the greatest of all publication mergers now makes possible complete and economical coverage of the agricultural South with *one publication!* Effective September 1st, 1930, The Progressive Farmer and Southern Ruralist, with a background of 80 publishing years, will be combined and produced as one publication, with augmented service to readers.

"THE PROGRESSIVE FARMER AND SOUTHERN RURALIST," which will be issued semi-monthly, is the only publication offering all these advantages:

- 1 Complete and dominant coverage of a primary market.
- 2 Advertising rate of one-half cent a line per thousand subscribers.
- 3 Highly localized editorial service with resultant reader influence, issued in five separate editions, edited by the largest staff of full time editors of any farm publication.

One million net paid circulation guaranteed. Rate effective September 1st, 1930, \$5.00 per line, equivalent to a page rate of \$3.64 per thousand subscribers.



BIRMINGHAM

Raleigh Memphis

ATLANTA

Dallas Louisville

Eastern Representatives
Wallace C. Richardson, Inc.
250 Park Ave.
New York, N. Y.

Western Representatives
Standard Farm Papers, Inc.
Daily News Bldg.
Chicago, Ill.

"Plan to make a sales landing in Iowa in 1930. True 1929 will be a hard year to beat, but Iowa really enters 1930 with a promise of even greater prosperity—offers even greater possibilities for well-directed, properly supported sales effort."

Reprinted from the Iowa Daily Press Association's advertisement in Printers' Ink, January 16, 1930.

BUT A FACT NOW

BACK in January, we ventured to prophesy that Iowa was destined to be one of the bright spots on 1930 trade maps. Happily, we have had, month-by-month, plenty of substantial reasons for reiterating that prediction. And now, no less authorities than Babson and the United Business Service lend their support to our contention.

Let's see first what Mr. Babson reveals. For the second successive month, Iowa is given the highest business rating by the Babson system on their sales and credit maps. Only two other states are included in this exclusive classification. On the Babson chart, Iowa gets first rating in building activity, in retail hardware sales and in shipments of Portland cement received. Business in the principal Iowa cities is listed as "good or fair" in contrast to the "fair or quiet" classification of most cities elsewhere.

And, when we examine the United Business Service sales forecast map, we again find Iowa rated as one of the best markets in the United States—one of only four states where the highest measure of buying power may be expected. This service mentions particularly that check transactions (a sure barometer of purchasing power) through Iowa banks are unusually active, while in most states they show marked declines.

Other facts? Here are a few. For instance, life insurance written in Iowa, by the sixty-two larger companies, during the first quarter of 1930 showed

IOWA DAILY PRESS ASSOCIATION

A PREDICTION IN JANUARY.....

a 24 per cent increase, giving Iowa national leadership in this field. Iowa's gasoline bill for the first three months of 1930 was over \$15,733,000, or at least \$4,500,000 more than during the same period last year. Furthermore, Iowans spent approximately \$4,500,000 for cigarettes for January, February, March and April, or \$310,000 more than for the same period of 1929.

Yes, business IS good in Iowa and that's why now is an opportune time to go after Iowa's business in the right way—back up your sales effort with advertising in the local, daily newspapers serving Iowa's 27 key markets. Advertisers who understand the Iowa situation know that, for adequate coverage, the Iowa Daily Press Association's total circulation of 457,074 is absolutely essential in reaching the 2,302,909 people in Iowa's separate and distinct key markets.

Ames.....	Tribune
Boone....	News-Republican
Burlington.....	Gazette
Burlington.....	Hawk-Eye
Carroll.....	Daily Herald
Cedar Rapids	
	Gazette & Republican
Centerville	
	Iowegian & Citizen
Clinton.....	Herald
Council Bluffs...	Nonpareil
Creston	News-Advertiser
Davenport	
	Democrat & Leader
Davenport.....	Times
Dubuque	
	Telegraph-Herald and Times-Journal



The dots, shown on the map above, indicate the location of daily newspapers in Iowa. Note, they are scattered over the state, covering the 27 distinct and separate key markets.

Fort Dodge	
	Messenger & Chronicle
Fort Madison....	Democrat
Iowa City....	Press Citizen
Keokuk.....	Gate City
Marshalltown	
	Times-Republican
Mason City..	Globe-Gazette
Muscatine	
	Journal & News-Tribune
Newton.....	News
Oelwein....	Daily Register
Oskaloosa....	Herald
Otumwa.....	Courier
Perry.....	Chief
Sioux City.....	Journal
Sioux City.....	Tribune
Washington.....	Journal
Waterloo....	Daily Courier
Waterloo.....	Tribune

S ASSOCIATION

Office of the President
Davenport, Iowa

June 5, 1930

ZENITHERM *(For Walls and Floors)*

ZENITHERM
General Offices KEARNY, N.J.
PHILADELPHIA • CHICAGO • BOSTON

Here at the Society Room in the Hotel New Yorker, New York City, is an floor that looks like marble. It is the floor of the room of state and magnificence, the floor of the most expensive of all the floors in this famous hotel. The walls are covered with gold leaf, the ceiling is of wood, and there is a picture gallery above. This room is a masterpiece of architectural design. The floor is made of a material that is very durable and wear-resistant. It can be swept, wiped and washed like wood. The floor is made of a material that is very durable and wear-resistant. It can be swept, wiped and washed like wood. The floor is made of a material that is very durable and wear-resistant. It can be swept, wiped and washed like wood. The floor is made of a material that is very durable and wear-resistant. It can be swept, wiped and washed like wood.

COMPANY, Inc.
110 East 42nd Street, New York, N.Y.
SAN FRANCISCO • DETROIT

© 1930, Zenitherm Company

Is it harder to sell "the millions" . . . or the "millionaires"?

Opinions differ! It is possible, however, to penetrate "the barrier of means and position" through national advertising. Zenitherm's very first consumer advertisement induced the President of one of this country's largest Public Utility Corporations to send his representative to Zenitherm's showrooms...and to have installed in his own private offices this distinctive flooring that looks and wears like marble. Such direct returns prove beyond doubt that even those products which must be sold largely through architects and decorators can be successfully advertised to the "millionaire."

SAMUEL C. CROOT COMPANY, Inc.

Samuel C. Croot
Arthur R. Anderson

Advertising

Robert M. Ferns
Stanley Gibson

28 West 44th Street, New York City

The Use of Telegraph Blanks in Advertising

Editor of PRINTERS' INK:

Recently we had occasion to use telegraph blanks for a Multigraphed message sent by first-class mail, and were in doubt as to the ethical as well as legal view of the matter. Will you please enlighten us on both?

BOTH the Western Union Telegraph Company and the International Telephone and Telegraph Company encourage the use of their blank headings in publication advertising, provided the messages printed have actually been transmitted by wire. It is unethical to use such blanks when no message has been transmitted and the companies will not supply blanks for this purpose.

H. L. Hamilton, advertising manager of Western Union, says, "We object to the misuse of our blank heading. By this, I mean the printing of straight sales messages beneath our blank design in actual size or in miniature or in large size. We feel that a sales message masquerading as a genuine telegram, and having none of the characteristic identifying marks which are always found above the addressee's name on a genuine telegram, produces exactly the opposite of the favorable reaction desired by the user of the imitation telegram."

There is a way that the advertiser can get the full benefit of a genuine telegram message. Mr. Hamilton suggests:

"One of the easiest ways to make use of a genuine telegram is to reproduce it as is with a definite addressee's name and address and then over this surprint in the same color or in another color, some general phrase such as 'To our dealers,' or 'To our friends everywhere.' In this way the user conserves the value of the genuine telegram, plus the general heading which makes the appeal universal."

According to the International Telephone and Telegraph Company the Interstate Commerce Commission has ruled against the use of telegraph blanks in direct-mail ad-

vertising, in the manner suggested by our inquirer, so this company will not furnish blanks for this purpose.—[Ed. PRINTERS' INK.]

Georgia Agency Must Pay on Gross Billings

Advertising agencies in the State of Georgia must pay an income tax on the total amount of money passing through their hands in the placing of advertising. This is the intent of a ruling handed down in a case brought before the Georgia State Board of Tax Appeals by Eastman, Scott & Company, Atlanta advertising agency.

The membership of the board includes the State Auditor, Attorney General and Secretary of State. The Eastman, Scott company had protested the decision of R. C. Norman, State Tax Commissioner. The board upheld the tax commissioner, deciding that the status of an advertising agency is similar to that of a merchant who buys goods and sells them at a profit. The merchant, it was pointed out, pays a gross receipt tax on the total amount of his sales, not his net profits.

It was the contention of Eastman, Scott that it should pay the gross receipts tax only on its net commissions, received from clients or advertising mediums.

Death of C. D. Spalding

Charles D. Spalding, former vice-president and business manager of the McCall Publishing Company, died recently at New Rochelle, N. Y., at the age of sixty-seven. He had retired from active business ten years ago. Before joining the McCall company he had been Western manager of the *American Magazine* for several years.

His son, C. D. Spalding, is a member of the staff of Calkins & Holden, Inc. Mr. Spalding was a brother-in-law of Frank Presbrey, head of the Frank Presbrey Company, of which Mr. Spalding was a director.

While Mr. Spalding was in retirement from business, he was very active in philanthropic work. He was president of the board of the Colburn Home for the Aged, New Rochelle, and interested in the work of the American Red Cross and other organizations.

To Represent "Holiday"

Holiday, New York, has appointed Simpson-Reilly as its Pacific Coast representatives, with Gordon Simpson in charge at the Los Angeles office and Walter Reilly in charge at the San Francisco office.

Blanchard-Nichols-Coleman have been appointed as Southern representatives, with Willis Osborn in charge at Atlanta.

Joins Kenyon & Eckhardt

C. H. Billipp, formerly with the Federal Advertising Agency, Inc., New York, has joined Kenyon & Eckhardt, Inc., advertising agency, also of New York, as an account executive.

The Club—An Amazing English Merchandising Development

There Is Nothing Quite Like It in the United States—But American Manufacturers Should Study the Idea

By Don Gridley

ENGLISH manufacturers have witnessed the development of a new variation of retail outlets which is in most respects different from anything that we have in the United States and which is causing a number of manufacturers serious concern. Because of its rapid and widespread growth in Great Britain, the idea may very well spread to this country and the American manufacturer should inform himself of what has happened in England in order that he may be prepared to settle upon a definite policy if the idea shows any tendency to spread here.

The plan centers around the buying club which has many similarities to the well-known Larkin club in the United States. The basis of the success of the club idea is the cut price.

An individual in Manchester, let us say, accumulates sufficient capital to start the club plan. He arranges for sufficient warehouse space to store the merchandise which he is to buy, make arrangements with a number of manufacturers to buy their products at quantity prices, and then sets himself up in business. Through newspaper advertising, direct mail, and other means, he gets in touch with individuals in various organizations in the city of Manchester. He explains to them that he is fostering the club plan and that if they will form groups within their own organizations he will sell them merchandise at a comfortable discount under the price at which they could buy the same merchandise at retail stores.

The key to the club plan is selling in quantities to groups. The groups are formed, it is said, in much the same manner as Larkin clubs are formed in the United States. A certain number of

people in an office or in a neighborhood get together for the purpose of buying from the sponsor of the club plan. Of course, the sponsor depends upon getting a sufficient number of these groups together so that he can buy large quantities of merchandise at desirable prices. To these groups he offers various quantities of different products and as a rule he has certain minimum quantities which each group must order to avail itself of the favorite prices.

My informant tells me that the club idea has grown tremendously during the last few years, and at the present time threatens to offer very serious competition to individual retailers.

A Cut-Price Plan

In its essentials the club idea is a cut-price plan and appeals to the average consumer in the same way that the cut prices of the average American chain store appeal. In many instances, I am told, the prices offered by the sponsor of the club are below those which even the chain can offer. Although it is difficult to strike any particular average because discounts will vary with the different types of merchandise, it is safe to say that in most cases the club prices run about 15 per cent under prices of the average retail store. This is all the more important when it is realized that the clubbers are offering standard advertised merchandise of the same type and quality that is sold in the retail store.

It is this point which makes the English club differ from anything similar in the United States unless we include certain co-operative buying groups and certain small individual outlets in some of the large cities which sell standard

BIG RESULTS OR NO RESULTS

THAT is the history of radio advertising. It all hinges on a slight turn of the dial. Radio listeners select only those programs that appeal to them. How to make a program that way? It takes skill, knowledge, experience. That is exactly what this organization offers you. We are well known as creators of radio entertainments which attract wide attention. Among these are numbered: PALMOLIVE HOUR, WONDER BAKERS, CHAMPION SPARKERS, ARMSTRONG QUAKERS, CHASE, SANBORN CHORAL ORCHESTRA, OVALTINE HOUR, and others.

The quality of the program is vital for success, whether you use direct broadcasting or Electrical Transcription.

Licensed by Western Electric

We are now creating programs under a recording license issued by the WESTERN ELECTRIC organization, to be broadcast by stations supplied with Western Electric reproducing equipment. We will gladly arrange for a demonstration for you.

**SOUND STUDIOS
OF NEW YORK, INC.**
50 WEST 57th STREET, NEW YORK, N. Y.
2111 WOODWARD AVENUE, DETROIT, MICH.

merchandise at cut prices to employees of certain recognized firms. For instance, in downtown New York City there are several establishments which sell at a large discount to employees of recognized organizations. In order to get the discounts, the employees are forced to show some proof that they work with one of the recognized organizations. However, we have in this country, of course, no extended development of the idea such as is found in England where thousands of pounds worth of standard merchandise are being sold by clubs in direct competition not only with independent retailers but also chain stores.

The reason why the clubber can offer merchandise at such attractive discounts is, of course, that he has very little sales expense. His place of doing business is usually a warehouse or storeroom and he does not have the expense of clerk hire and other items of overhead which are necessary in the conduct of a purely retail business. As matters actually now stand, the clubber is really in the position of a wholesaler who is selling direct to the consumer, although, unlike the wholesaler, except in rare instances, he does not employ salesmen, his sales effort being confined largely to advertising. Really his sales work is done by the consumer himself who organizes his particular group to buy from the clubber.

The development of the club plan has aroused a strong protest among British retailers. This protest is comparable, perhaps, to the protest which the independent retailer of the United States has raised against the chain store with its cut prices. It is an excusable protest because the retailer sees himself badly handicapped in his effort to win a livelihood because he has to offer a great many services which the clubber does not and will not give to the consumer. The clubber's appeal is wholly a price appeal and he practically forces consumers to buy in quantities, whereas the retailer has to give service, make deliveries, run accounts, maintain an establishment for the convenience of the consumer, etc.

Because of the protest aroused among independent retailers, a number of English manufacturers find themselves facing a dilemma. The club idea has grown so rapidly and has become so important that any policy of refusing to sell to the club means a sizable loss of business. On the other hand, retailers are complaining so bitterly that the manufacturer finds himself in great difficulty in maintaining his pleasant relations with his dealers. So far few manufacturers have reached any definite decisions as to how to treat the clubbers and retailers but all are rather concerned as to what will be the ultimate result of the development of the club activity.

Because the American consumer is just as prone to follow the appeal of price as is the English consumer, it is quite possible that before long there will be an effort to develop the club idea in the United States in a large way. The success of Larkin over a period of years in selling large quantities of its own merchandise through clubs shows that the plan can be worked in the United States. If the club plan does invade the United States, it will be interesting to watch how fast it develops and particularly interesting to see if the club will be able to offer one more type of competition for the independent retailer, and also whether it will be able to make any serious inroads into the business of the large chains and mail order houses.

A. H. Packer with Dyer-Enzinger

A. H. Packer has joined the industrial advertising division of the Dyer-Enzinger Company, Inc., advertising agency, at the Milwaukee office.

He recently was with Williams & Cunningham, Inc., and the Walter Buchen Company, both of Chicago. For several years, he was technical editor with the Chilton Class Journal Company.

The Dyer-Enzinger industrial advertising division is now under the direction of F. M. Morrison, vice-president.

Consolidates with Latham Lithograph & Printing

Charles A. Long, Jr., Inc., Philadelphia, display advertising service, has consolidated with the Latham Lithograph & Printing Company, New York.

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\$6180.00

HERE'S WHAT IT WILL BUY!

\$4020—buys 12 full-page advertisements in FACTORY and INDUSTRIAL MANAGEMENT—read and used by men primarily interested in plant and production management in all industries.

\$2160—buys 12 full-page advertisements in INDUSTRIAL ENGINEERING—covering the staff heads of maintenance engineering departments in plants in all lines of manufacturing.

\$6180—for over 648,000 positive contacts in a year with men who are responsible for deciding which makes of equipment, materials and services shall be purchased.

Write us for additional information on the thorough economical coverage of the manufacturing market offered by FACTORY and INDUSTRIAL MANAGEMENT and INDUSTRIAL ENGINEERING.

Published in Chicago, by McGRAW-HILL PUBLISHING CO.

ECONOMICAL COVERAGE OF PROGRESSIVE
MANUFACTURING PLANTS IN ALL INDUSTRIES

Business Is Good



ASK your newsstand dealer how Photoplay is selling. You will find its newsstand circulation is growing faster than any other popular magazine. Average press run for six months 800,000.

On the Way

Good With PHOToplay



ASK any advertising representative of Photoplay how business is going. He will smile and tell you it is 18% over last year. And he will be quoting the exact figure.

Two Million!

June 5, 1930

THE JOURNAL STEPS OUT IN FRONT IN PORTLAND, OREGON

Advertisers are showing a further preference for this newspaper in selling the rich Portland market

TOTAL DISPLAY LINEAGE

Gain and Loss report for first four months of 1930

DAILY & SUNDAY TOTAL**

Journal gained	364,210 lines	Journal gained	408,688 lines
Second paper lost	271,320 lines	Second paper lost	125,370 lines

LOCAL

Journal gained	296,198 lines	Journal gained	325,976 lines
Second paper lost	76,790 lines	Second paper lost	20,426 lines

NATIONAL

Journal gained	104,608 lines	Journal gained	86,394 lines
Second paper lost	93,268 lines	Second paper lost	60,368 lines

FINANCIAL

Journal gained	16,702 lines	Journal gained	15,470 lines
Second paper lost	8,022 lines	Second paper lost	8,330 lines

AUTOMOTIVE

Journal lost	53,298 lines	Journal lost	19,152 lines
Second paper lost	94,948 lines	Second paper lost	45,780 lines

**Journal carried 2,322,300 lines Total Display Advertising,
leading its closest competitor by 261,794 lines.

THE JOURNAL
Afternoon • Sunday
PORTLAND, OREGON

WILL F. HESSIAN, Director National Advertising

Represented Nationally by REYNOLDS-FITZGERALD, Inc., NEW YORK, 8 West 45th Street
• SAN FRANCISCO, 58 Sutter Street • CHICAGO, 803 North Wabash Avenue • LOS ANGELES, 117 West Ninth Street • PHILADELPHIA, 1524 Chestnut Street
• PORTLAND, 306 Journal Building • SEATTLE, H. R. Ferriss, 3088 White Building.

LEADS IN PORTLAND BY THOUSANDS OF DAILY SUBSCRIBERS

The Picture May Be Placed at the Bottom Artistically

A Difficult Problem in Layout Mastered by Means of Skill in Arranging Other Units of Display

By W. Livingston Larned

JUST as the changing about of furniture in a room will enliven its atmosphere and bring a new zest to the occupant because of the relief from tedium, just so an advertising campaign is likely to gain much by moving about its various parts and pieces, now and again.

The best ordered series of displays will fall into composition "habits," and, indeed, it is often the method of procedure to hit upon some likely arrangement and stick to it, in a general way, for months at a time, merely changing headlines and illustrations. There is value in the serialized layout, with every display patterned after a master original, but the tendency seems to be, just now, to base continuity on other things, and to give the greatest possible variety to all compositions.

There is apparently no scientific reason for the conventional scheme of picture first and copy to follow, except that it has become a tradition of layout. This seems to be a logical sequence. You read a headline, examine the product or the curiosity-arousing picture, and then proceed, quite normally to digest the complete message concerning both.

But what of the advertiser who insists that the message is far more important than all else and that the picture is, as a rule, no more than a "feeder," especially when the product is its feature?

It has been my personal experi-

ence that all these problems are rated too high, where the public is concerned. They are theories, without any special basis of computation and that the average individual is influenced far less by them than you might be led to

IF YOU HAVE A PLANT that needs a sunny window—and a window that needs a pot for plants, a Weller Flower pot will please you—it is well that, while in the light, and have a color note in itself—a pale pink blossoms over a delicate rose. There can be other lattice pottery now, so that all of a window will be inviting people in. Clear-colored candlesticks over the table, a hand to sit between them and hold holiday fruit, a vase for lattice-patterns. There can even be a sun-couch of beautiful hand-made fabrics etc. All Weller Pottery is beautiful and hand-made, and no two pieces are exactly alike. Empire or Wedgwood, a Weller flower pot or hand-woven basket a charming gift. Put Weller Pottery on your Christmas list, and when these days near you. Ask us for catalogues of exquisite little pictures. The Department of Decorative Arts, The Weller Pottery, Zanesville, Ohio.—POTTERY SINCE 1878.



The Character and Technique of the Illustration and the Typography of This Advertisement Prevent It from Being Bottom-Heavy

believe seems to be verified by study of popular reactions.

It would be just as sensible to reason from this viewpoint: "The headline has won initial interest, the text has told all necessary details, and now we have the illustration to complete the chain."

Getting back to an earlier comparison of ideas, however, it is

definitely certain that campaigns fall into layout monotony, where pictures and type are apportioned to definite locations, month in and month out. Changing the "furniture" about in the "room" is an enlivening influence.

If the illustration is an attractive one, if it is relevant and if it is composed artistically, there need be less than a modicum of doubt as to where it may be placed. But in doing so, the visualizer is literally compelled to adhere to certain principles and rules of layout and of balance. Every advertisement should be of one piece; that is, it should "hang together."

Provided these determining factors of a pleasing ensemble are kept in mind, there seems to be no reason why an illustration should not be placed at the bottom of the space, if the set spirit of a campaign is to be changed and given new life. Many advertisers are doing it and with real success.

And of all the radical departures from what has gone before, this would seem the most contrariwise, in the eyes of those who are disinclined to break away from tradition.

"I have read several articles on this subject," writes one advertiser, "all of them pertinent and interesting, and I agree that it is wise to change a campaign's composition method now and then, but every time we attempt it I have the uncomfortable and disquieting thought that our layouts are bottom-heavy. They lack the old balance. The illustration seems to have sifted down through the text and landed with a thud at the bottom of the advertisement. Probably this may mean that we do not know how to tackle our problem.

"When the picture is at the top, the display, as a whole, has correct proportion and balance. Everything seems as it should be. Our bottom-position layouts never seem quite complete. They are disjointed and the text is, in a sense, segregated from the illustration. What's wrong?"

This is certain to take place, if in lowering the art embellishment, provision is not made for it, by someone who is in a position to



MARMON

To those who look upon their automobiles as something more than rapid transit omnibuses; who demand modern performance and individuality rather than just transportation. "Straight-Eight" is an uncompromising requirement --- so what is more logical than to come to "Straight-Eight Headquarters"? --- Marmon for four years has built no other type and now offers an Eight for every



person---the Big Eight, the Eight-72, the Eight-69.

The Marmon-Roosevelt --- Marmon Motor Co., Indianapolis

Without the Heavy Headline and Small Illustrations This Advertisement Would Be Badly Balanced Because of the Position of the Major Illustration

determine all factors professionally.

This is one way of stating, quite definitely and frankly, that the illustration may not be given bottom position without scientific distribution of the remaining factors of the display. It is entirely possible for such pictures to make a composition "bottom-heavy" and to throw the entire advertisement out of kilter.

I may best visualize these points in your mind by direct reference

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The Magazine of the
SOUTH

Main Office & Publishing House
DALLAS, TEXAS

New York, 52 Vanderbilt Ave.
Chicago, 1225, Michigan Blvd.

Because:

they, like Kellogg Rice Crispies . . . A-1 Sauce . . . Mother's Oats . . . Price's Extract . . . Carnation Milk . . . Skinner's Macaroni, and Wesson Oil, know that the market of the South presents a *different* but not difficult problem. The big Southern market is one of small cities and towns where trading areas are large. HOLLAND'S covers the big cities, and in addition has a dominating circulation in the small cities and towns in which 72.7 per cent of the urban population of the South actually lives.

**YOU CAN'T COVER THE NATION WITHOUT
COVERING THE SOUTH . . . AND YOU CAN'T
COVER THE SOUTH WITHOUT HOLLAND'S**

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SALEM▲▲

Oregon's Capitol Market

STATE capitol, county seat, Salem is the leading outside market of happy, prosperous Oregon, its second largest city.

Sixty-two factories, 5,000 farms, all major state institutions bring a constant flow of wealth to this all-American city. Salem's industrial payroll is \$17,500 per day (Sundays included); state and county institutions pay another \$5,500 per day. Each year farmers produce \$9,000,000 worth of crops: flax, hay, fruits, hops, nuts, berries, livestock.

Over 10,000 paid-in-advance (A.B.C.) subscribers pay \$50,000 per year to read Salem's Capital Journal, Oregon's largest outside daily. Supreme in its field, the Capital Journal is keenly edited, dignified, always growing. It is the key to Salem's prosperity.



Capital Journal



Every day 250,000 Oregon buyers read these twelve Mogenesen newspapers:

Albany Democrat Herald	La Grande Observer
Astoria Tidings	Medford Mail Tribune
Astoria Astorian	Oregon City Enterprise
Eugene Register	Roseburg News-Review
Grants Pass Courier	Salem Capital Journal
Klamath Falls Herald-News	The Dalles Chronicle



New York
Portland

San Francisco
Chicago
Seattle

Detroit
Los Angeles

KLAMATH FALLS MARKET NEXT. WATCH FOR IT!

Important Ann

THE GREATER Southern Ag



New Features

- Four-color art covers on every number.
- A much larger number of pages per copy.
- Better printing and better paper.
- Four-color service to advertisers on cover and inserts.
- Two-color service to advertisers on insert and spreads.
- Rotogravure service to advertisers.
- Illustrated fiction.
- Enlarged illustrated service to women readers.

rtanAnnouncement

Southern Agriculturist

THE *Greater Southern* Agriculturist will make its appearance September 1 and *monthly* thereafter.

It will respond in a fine way to the growing demand from readers and advertisers for more beauty and variety in farm papers.

It will crystallize plans which have been in the making for a year.

This is just another step forward—a very big one—in the fixed policy of the Southern Agriculturist to match the steady advancement of the rural South with a publication that will satisfy its growing needs.

Steady growth and even coverage have brought the circulation to a point of logical proportion to its field—a point that can be *easily maintained*. This policy will be continued.

No advance in advertising rates is contemplated. Lowered production costs have made possible an *astonishing saving* to users of four-color copy. New rate card on request.

Southern Agriculturist

Published for more than a quarter of a century
by B. Kirk Rankin at Nashville, Tenn.

Advertising Representatives: RIDDLE & YOUNG CO.
CHICAGO NEW YORK KANSAS CITY

row side panels, decorative in character, to relieve the monotony and to establish the balance made necessary by quite vigorously strong illustrations at the bottom.

Nor is it always necessary to have the picture occupy the entire width of its bottom location. One campaign runs a two-inch wide column of type from top to bottom, with the illustration at one side or the other, in bottom placing. The display heads fill in the space directly above the halftone inserts. And throughout a series of twenty-four magazine pages there was not one disjointed or bottom-heavy display. On the contrary, it seemed to me that the arrangements were admirable and did much to make the text more inviting to the eye.

Sometimes wisely directed vignetting will solve the problem, as when a square halftone is fashioned in such a manner that one portion of it, at the top, projects beyond the line and up into top position typographically.

In other compositions, the two sides of an illustration may vignette upward, on either side, with text balanced between.

The picture should never, in my estimation, be placed flush with the bottom of the space. The signature belongs there, especially if it is artistically hand drawn. Even a strip of light gray is better than nothing at all.

Sometimes, the arrangement of slugs, picture and descriptive display lines can be so surely a base for the text to "stand on" that the ensemble is quite normal. The advertisement is virtually "shaded down," in tone, from light to dark, by a series of progressive values of type and of illustration.

The selection of type faces for advertisements in this classification is, of course, highly important.

This, and the manner of the setting. Blacker type and more closely knit paragraphing is desirable that the photography may at least compose itself into a mass of tone—a definite form.

A glance through the pages of any newspaper or magazine will reveal many excellent examples of cleverly balanced advertisements with the major illustrations at the bottom. Several particularly successful examples of this type



MEAL PLANNING IS EASIER WITH DAILY CHOICES FROM CAMPBELL'S 22 SOUPS
It Takes a Clever Visualizer to Place Large Pictures at the Bottom Without Spoiling the Layout

are reproduced with this article.

Those sweeping lines leading down to the box of Venus pencils are worthy of study. They not only balance the page with their curving path over the top of the headline, but also guide the reader's eyes down to the illustration of the product which is being featured. The full beauty of this advertisement does not show in the reproduction—the original advertisement is in color, each one of the lines running up away from the pencil points being a different shade.

"...just looking at the pictures"

Editor

Child Life

Dear Editor:

I can hardly wait for my eighteen months old daughter to get big enough for me to read Child Life to her.*

Already she amuses herself by the hour just looking at the pictures.

I take a keen delight in reading Child Life myself.

Mrs. C.
Washington, D. C.

*Child Life represents a 100% young mother audience

CHILD LIFE

Rand McNally & Company, *Publishers*

CHICAGO

300,000

*show their trust
in the militant
RECORD . . .*

"Let's decide the question," urged The Philadelphia RECORD a few weeks ago: "Should the Blue Law of 1794 remain the Sunday Law today?"

Every one of the 597,617 registered voters in Philadelphia was mailed a secret ballot. 299,044 sent in their votes. Over 50%! Twice the percentage that a national poll on prohibition has pulled. More actual votes, indeed, than were polled by any official city referendum in recent years!

Why such a response?

Because the public springs to life at the courage of a paper it trusts.

For many years the Blue Law has been loaded with dynamite. The RECORD does not like dynamite but it's the one Philadelphia paper that is not afraid of it. It knows the public follows a newspaper that is unafraid; and the RECORD believes not in high-pressure circulation but in a

following. A following means personality out in front. A following believes. A following sticks. A following buys.

300,000 returns indicate the tremendous pulling power of the militant RECORD—a paper that knows where it's going and is on its way.

300,000 returns means there's a forward-looking element in Philadelphia that wants a bigger, better city and will fight for it. It has often lacked a leader. The new RECORD is booted and spurred to ride!

And that's an important thing to remember . . . you advertisers with an eye on the Philadelphia market!

Ask us for facts on the buying power of the RECORD'S 130,000 families . . . a number that is steadily growing and which cannot be reached effectively through any other newspaper.

Ask us why we say, "If you want a paper with PULL, pick a paper with PUSH."

General Representatives: Story, Brooks & Finley, Inc.
230 Park Avenue, New York City, N. Y.
75 East Wacker Drive, Chicago, Ill.
927 Hearst Bldg., San Francisco, Calif.

Financial Representative: Robert S. Farley
25 Beaver St., New York, N. Y.

Eastern Travel Representatives: The Kennedy Company
Chanin Building, 122 East 42nd St., New York City

Rotogravure Section: Gravure Service Corp.
Graybar Bldg., New York; Wrigley Bldg., Chicago

The Philadelphia **RECORD**

Independent

New Plants May Now Be Patented

ON several occasions during the last few years, PRINTERS' INK had been asked whether one who originates a new fruit, a new flower, etc., could do anything to protect his invention. The answer has always been that the sole form of protection was to be found in the consistent use of a trade-mark. This, of course, would not prevent anyone from growing a new plant, but the use of the name could be enjoined.

In the course of one investigation that PRINTERS' INK conducted on this subject a year and a half ago, information was obtained from the Society of American Florists and Ornamental Horticulturists, the W. Atlee Burpee Company, Stumpf & Walter Company, Conard-Pyle Company, Bobbink & Atkins, and the R. M. Kellogg Company. These organizations all expressed the view that, unfortunately, it was true that agricultural inventions could not obtain the same protection that may be secured by industrial inventions. Robert Pyle, president of the Conard-Pyle Company, said:

"The entire subject of patenting horticultural products is one in which the horticultural profession, trade or industry is keenly interested. If some way could be found whereby the man originating a new fruit, a new brand of wheat, or a new flower, could be protected and guaranteed his share of the profits arising from the sale of the same, there would be a stimulus to the industry in this country such as has never been known since Adam."

On May 23 the wishes of the "horticultural profession, trade or industry" were granted. On that day, President Hoover's signature enacted into law the Townsend bill (S. 4015) which provides for plant patents. It grants the exclusive rights for a term of seventeen years to the patentee, to asexually reproduce the plant for which patent rights have been issued. The most important part of the bill reads this way:

Any person who has invented or discovered and asexually reproduced any distinct and new variety of plant other than a tuber propagated plant, not known or produced by others in this country, before his discovery or invention thereof, and not patented or described in any printed publication in this or any foreign country, before his invention or discovery thereof, or more than two years prior to his application, and not in public use or on sale in this country for more than two years prior to his application, unless the same is proved to have been abandoned, may, upon payment of the fees required by law, and other due proceedings had, obtain a patent therefor.

The bill also contains a provision which provides for co-operation between the Secretary of Agriculture and the Commissioner of Patents. Under the terms of this provision, all of the knowledge and collected information of the Department of Agriculture will be placed at the disposal of the Patent Office. Moreover, the Department of Agriculture will detail to the Commissioner of Patents such officers and employees of the Department as the Commissioner may request for the purpose of carrying the act into effect.

Bringing Agriculture into the Patent System

"The purpose of the bill," the Senate report points out, "is to afford agriculture, so far as practicable, the same opportunity to participate in the benefits of the patent system as has been given industry, and thus assist in placing agriculture on a basis of economic equality with industry. To these ends the bill provides that any person who invents or discovers a new and distinct variety of plant shall be given, by patent, an exclusive right to propagate that plant by asexual reproduction; that is, by grafting, budding, cutting, layering, division and the like, but not by seeds."

The bill had the endorsement of the National Horticultural Council, the American Association of Nurserymen and other national horticultural and agricultural organizations. It is believed that its passage may have a prompt effect in the way of stimulating advertising in these fields.

credit to whom . . .

PEOPLE tell us they like the FORUM because it is alive and modern. The credit is not altogether our own. When alert, eager people, courageously intelligent, come together, each with his own ideas, each ready to take fire from the ideas of others—the result is a kind of inevitable aliveness, an inevitable modernism.

The FORUM is a modern meeting place of bright and vital minds. Its editorial contents are such as to appeal only to thinking people. FORUM readers answer the arguments in the FORUM. Their answers lead to additional stimulating articles.

Frankly progressive, the FORUM is important not to just a distinguished few hundreds, but to a *Distinguished Hundred Thousand . . .* to men and women of wit, estate and leisure.

FORUM

Edited by HENRY GODDARD LEACH
441 Lexington Avenue, New York City



BUYING WAS SIMPLE THEN



BUYING for the general store of the eighties wasn't a very complicated process. The country store keeper set the local styles and more or less controlled the local demand.

There were no automobiles and a disgruntled customer's only recourse was a long trip over muddy roads to another store. Only in the larger towns and cities was buying a matter for close and accurate figuring.

Methods of communication advanced by leaps and bounds. The country store keeper found himself competing with merchants ten, fifteen and even 100 miles away. Soon one of the great chains opened a store next door. Almost overnight he learned that retailing was buying as well as selling, and that buying was often the more important.

PRINTERS' INK, in keeping pace with this movement, published many articles showing the manufacturer what better buying meant to better merchandising and helping him to mold his sales and advertising policies to changing times.

HEN Now BUYING IS A SCIENCE



TODAY many retailers spend more time behind a desk than behind the counter. In the larger stores in metropolitan centers buying has become a highly specialized process, complicated by style, by new inventions, by all the other shifting factors which characterize modern retailing. Even the small retailer has been forced to become a real business man.

The manufacturer of 1930 must both lead and follow. He must follow by keeping in close touch with modern buying trends and by adapting his sales policies to them. He must lead by creating better sales methods which, in turn, will create better buying methods.

The PRINTERS' INK Publications, with their ability to survey all industries, are playing and will play an increasingly important part in helping the manufacturer adapt himself to new trends and to take the lead in still newer trends. In the evolution, which is a real revolution, its readers are more than ever in need of the wise guidance which is a basic principle of the three-fold PRINTERS' INK editorial policy.

The Retailer Needs More Than a Slogan

THE HOME FOLKS BUREAU
LANSING, MICH.

Editor of PRINTERS' INK:

For the last couple of years I have been a reader of both of your publications and now wish to take advantage of part of your splendid service to readers.

Will you please register in your file of slogans the one I am now using as a trade-mark, namely, "Buy IT From HOME FOLKS Always Best to Deal With."

Thank you.

It certainly has been interesting to read your different articles, editorials, criticisms, etc., on this independent-chain fight. Should it be a "fight"? Since I was a small child I have been taught and believed that fighting was something to shun and at its best was but a waste of time.

For the last three years I have seen this pot boiling and knew that some day someone would knock the chip off the other fellow's shoulder and the battle would be on. It has happened and who has derived any benefits? Just a group of men who have had their own pocketbooks well filled.

All this time I have had in mind some means of identification that the independent could use to make his place of business stand out as one owned by the person, partnership or corporation operating it in any particular community. The above trade-mark slogan is the one I selected as best adapted.

Besides being a mark of identification it has a sentimental appeal and gives the user something to shoot at as well. If he tells the public he is "Always best to deal with" he has something to live up to.

Then not so long ago, in an editorial, you condemned slogans. Can you doubt the value of "Say It With Flowers"?

It is my contention that the independent would be far better off to adopt this slogan, use it in his place of business, in his advertising and in general wherever his own name is used to bring it before the buying public, than to spend his time and money trying to tell the buying public what scoundrels the other fellows were. Then if sufficient numbers of them used it national advertising could be used to a good advantage.

FRANCIS C. CRAWFORD.

THE slogan, "Buy IT From HOME FOLKS Always Best to Deal With" has been added to the list of such phrases maintained at this office.

The slogan has been a very ef-

fective advertising tool. In books and plays, businesses have been founded on slogans. We doubt very much, though, if a mere slogan will help the independent retailer with his problems. The retailer needs more than a slogan. A slogan by itself cannot accomplish much unless there is something back of it. Those dealers who are firmly entrenched in their localities and who are increasing their business volume each year use up-to-the-minute merchandising ideas and offer service that the consumer wants.

Appeals based on the idea of trading with the local independent retailer are not effective. They are supported by merchants who have a pair of weak knees and no backbone. Just because a retailer is in business is no reason in the world why people in his locality should buy from him. Consumers are hard-headed and even hard-hearted when it comes to spending money. They think of themselves and not of the dealer.

The retailer who is giving the chain store a "fight" is the one who is making his establishment attractive and who is conducting his business on chain-store principles and, in addition, offering service that brings the consumer into his store.—[Ed. PRINTERS' INK.]

Appoints H. L. Stedfeld Agency

The H. L. Stedfeld Company, New York advertising agency, has been appointed to direct the advertising of the General Motors Building, New York, and the Court Square Building, Baltimore, Md. These buildings are owned and operated by Hoffmann Building, Inc.

W. H. Parker, Jr., with Mogensen

W. H. Parker, Jr., formerly with the New York *Telegram*, has joined the New York staff of M. C. Mogensen & Company, Inc., publishers' representative.

Appointed by Jam Handy Picture Service

A. O. Anderson, formerly field superintendent of the Southwest region for the Jam Handy Picture Service, Chicago, has been appointed Eastern regional field supervisor of that organization.

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Increased Reader-Interest Is Bringing More Advertisers *Into The* **INQUIRER BUSINESS and FINANCIAL SECTION**

Financial advertising for April, 1930, was stepped up 13,677 lines above the same month in 1929—a substantial and consistent gain over last year.

The reason must be apparent to buyers of financial advertising space. The Inquirer, like merchants in other lines, has aggressively merchandised this important section. The quality and quantity of its business and financial news has been increased—its staff of special writers has been augmented—the completeness and accuracy of its stock and bond tables have been raised to an even higher level.

*The confidence of readers in the editorial contents of
The Inquirer Business and Financial Section, has
resulted in profitable results for Financial
Advertisers and is constantly attracting
new accounts. Is your advertising
reaching this responsive
market?*

The Philadelphia Inquirer

Broad and Callowhill Sts., Philadelphia

Branch Offices

NEW YORK—285 Madison Avenue

SAN FRANCISCO
Thos. L. Emory
Russ Building

DETROIT
John B. Woodward
408 Fine Arts Bldg.

CHICAGO
John B. Woodward
360 N. Michigan Ave.

June 5, 1930

Announcing

MR. HOWARD C. LITTLE

FORMERLY ASSOCIATED

WITH

The General Outdoor Advertising Co.

JOINS THE STAFF OF

Atlantic Lithographic & Printing Company
6 East 39th Street, New York

JUNE FIRST

as a

SALES EXECUTIVE

Announcing

MR. HARRY W. PEARSON

LONG ASSOCIATED

WITH

NATIONAL ADVERTISING

JOINS THE STAFF OF

Atlantic Lithographic & Printing Company
6 East 39th Street. New York.

JUNE FIRST

as a

SALES EXECUTIVE

June 5, 1930

Advertisers these days are watching returns as never before, that is probably a reason why

THE YORK, PA. GAZETTE AND DAILY

with its complete coverage of rich old

York County Pennsylvania

is actually running more national advertising. (And with the same rigid censorship as ever.)

We urge you to investigate.

HOWLAND & HOWLAND

National Representatives

NEW YORK

393 Seventh Ave.

CHICAGO

360 N. Michigan Ave.

The Building Industry— Is There Any?

Not a Wail About Present Lack of Volume, But a Suggestion for the
Industrial Organization of Home Building

By Walter W. Hoops

Vice-President, Carroll Dean Murphy, Inc. (Advertising Agency)

THERE is a real challenge to advertising in the conditions—and also the opportunities—existing today in the building industry. I am referring here especially to the market for the more modest homes ranging in cost from \$10,000 down. The demand for "a home of our own" is universal; everybody wants one. Moreover, the majority of people thus aspiring to ownership have the capacity to pay. The producing power of the American wage-earner, the greatest of its kind in the world, is the force with which these aspirations can be backed up.

By all the rules of merchandising, therefore—rules that apply resultfully in the marketing of trademarked commodities in general—home-building should now be progressing in rather an active way notwithstanding the cyclical depression which, combined with last fall's stock market crash, now presents something of a problem to current business. Yet we have the strange spectacle, comparing present conditions with those of 1926, of home-building being off possibly 75 per cent and employment in building lines cut fully in half.

One could say of any industry that there is "something the matter"—that, ideally, conditions could and should be better here and there. But that sort of viewpoint is not what I have in mind. Within the building industry there is a real issue, a definite problem, a vitally distressing situation.

What is going to be done about it and wherein is the challenge to advertising? The obvious answer is that a plan should be worked out, in a big national way, whereby the aspiring home-owner can make his purchase with at least an approach to the business procedure that obtains when he gains

possession of any other worthwhile thing in which he may be interested. It is true that such operations have been going on in a limited way for the last two years. But they are sporadic and lack cohesion; they should be national in scope and thus make the building industry an industry in fact as well as in name—which it isn't right now.

The Plan of the Mail-Order Houses

The leading mail-order houses, for example, have launched a plan which provides, roughly speaking, that the home buyer shall be financed to the extent of 75 per cent of his purchase. This plan is meeting with startling success, despite the plainly apparent deficiencies and handicaps under which it labors. Even though the mail-order houses, except in a few isolated instances, have no local outlets and cannot take advantage of the selling prestige attached to nationally advertised materials for the reason that they do not handle them, they have done so far this year as high as 40 per cent of the small-home building in several cities. The mail-order houses, in a word, are right now giving the great national advertisers of building material a terrific battle at their own game. This seems to prove that trade-marks, no matter how well they may be established, are of little value unless they meet competitors' organizing genius with equal genius.

And right there is the challenge. The salability of nationally advertised trade-marks in building materials can be united with organizing genius. That this has not been done up to now is due primarily to the fact that the deplorable conditions about which I am speaking are subjects on which there is little

agreement either within the industry or among its critics. This lack of agreement and correct visualization is due to the utter lack of organization in building. President Hoover himself has become much concerned about the astounding building situation—so much so that he called a Building Survey Conference which met recently in Chicago. The net result of that conference was a resolution that a small committee be appointed to do further surveying and then to name a larger committee to represent all important elements in the business. But those in closest touch with conditions have no great hopes from this move beyond a possible loosely operating number of groups which will lack unified purpose because the building industry is not one industry but many.

What do we mean when we speak of the building industry? All who take part in building? That would mean the village carpenter who comes to repair your front porch, the small house contractor, the apartment house and skyscraper contractor. It would mean the great lumber, cement and other building material companies of all sizes down to the little manufacturer of sash pulleys, and the local concrete block plant. It would mean all the sub-contractors of all sizes in various trades. Also real estate subdividers and speculative house builders consider themselves a part of the building industry. Any attempt to organize such varied activities and interests into anything which will cohere would appear impossible if indeed it were desirable. The only whole industry organization which exists is that of labor—which in itself constitutes one of the industry's problems.

Group Consciousness

But the building industry is sub-organized by groups and has keen group consciousness. The manufacturers of similar lumber species have each their own group—redwood, oak, maple, white pine, yellow pine—and they are put together in the National Lumber Manufacturers' Association, which seeks to make lumber the pre-

ferred building material. Common brick, face brick, cement, lime—all of these are group conscious, organized, seeking preference for their products.

The lumber dealers have a national organization and so have the more important contractors—more group consciousness. This group idea is sound and natural as far as it goes. What it proves is that there is no such thing as a building industry—in the sense we mean when we say automobile industry. It is in fact a contract or job business.

If 95 per cent of all automobiles were built to order, if each one were built according to its owner's fancy, if it were built by a local contract automaker who built five to ten a year, if he purchased his parts from the local parts dealers, if he took 10 per cent to 15 per cent down payment, if he got the rest of the financing from two different sources locally, if he gave the customer from five to fifteen years to pay—but what's the use? If the automobile industry were operated that way it wouldn't be an industry. It wouldn't be organized. It would be the same crazy quilt of independent jobs that we see in the so-called building industry.

Furthermore the automobile would not be the wonder of the world for the ever increasing value put into it. Well, you just can't think of the automobile industry so disorganized. Yet we have to face the fact that the so-called building industry is just such a non-industry and that many of the difficulties to which it is recurrently subject arise because it is what it is.

If we were going to do any constructive thinking we must separate this vast variety of operations on some basis that puts like with like. So let us narrow the inquiry down to the construction of homes under \$10,000, which includes about 85 per cent of all homes built.

Of all kinds of construction, home building is currently the most reduced below previous records. For two years it has been thought to be at low ebb, but now it is lower than ever. The reason

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MEMBER 100,000 GROUP OF AMERICAN CITIES

PEORIA!

A gain of
37.6%
in
Population

NOW a proven metro-
politan market! Federal
1930 Census 105,155!



A gain of
41%
in
Circulation

and The Peoria Journal-Transcript
a proven metropolitan newspaper.
Total net paid Circulation 41,308

Publisher's Statement for Period ending March 31, 1930

National and Local advertisers prefer The
Journal-Transcript in Peoria. . . It's the "4 out
of 5" homes coverage which gets RESULTS.

PEORIA JOURNAL-TRANSCRIPT

CHAS. M. EDDY CO.
NAT'L REPRESENTATIVES

CHICAGO
NEW YORK BOSTON



stated is lack of mortgage money, which on the surface is true. The underlying reason is a past over supply of mortgage money, over lending and speculative building, with no control of output or sales policy.

This cycle of easy money and much building, followed by tight money and little building, has been going on for many years, but the money ease and the resulting stimulation of the last peak were far greater than ever before. Thus the valley of depression is correspondingly more severe. It seems indeed strange that this valley of depression should have lasted so long. Never before have the American people had so much money with which to build homes as in these last two years. Never before have they had so much to put into savings banks, building and loan associations and life insurance. Yet they cannot borrow enough to build the homes they want. Yes, it seems strange until you realize how it was brought about.

When mortgage money was easy, lenders and their agents could not find enough good loans. The capital had to find employment, so it went into poor loans, which, since everybody was taking them, somehow or other managed to look good. Now so many of these poor loans have been proved to be so very poor that capital has lost confidence in appraised values of homes, and even good, sound loans are going begging for capital that refuses to believe.

Mortgage Money and the Stock Market

It has been popularly supposed that the supply of mortgage money in 1928 and 1929 was limited principally by more attractive opportunities in the stock market. Last summer, for instance, it was said that mortgage money was hard to get because much greater interest was forthcoming on call money in Wall Street. But this is true only to a limited extent. Insurance companies are the great source of mortgage money for home construction and they are not at all speculative in their operating plans.

The chief problem of these companies during the last two years has been to find desirable mortgages. The truth is that the very ease of mortgage money supplied largely through the sale of collateral trust bonds and building and loan association stock has caused the misuse of this money by speculative dealers.

What made so many of these loans poor loans? Take one example. A contractor is building a house for you. Mortgage money is easy and there is a vacant lot near by. He decides to build a house on his own account while building yours, because he can borrow almost the entire cost—the friendly lot owner going into the deal with him. As soon as the two houses are up and you are living in yours, he begins to figure he ought to make more than a contractor's profit on the other one. Soon you have a new neighbor who paid \$2,000 more than you for, let us say, an identical house and lot. This establishes a new scale of "values." Selling houses at such profits looks like a good business, so the contractor finds a speculator who is willing to go into building several houses.

The example needs no further elaboration. Speculation sells \$5,000 houses at \$7,000 or more. Speculation, to find a market, sells these \$7,000 houses to people who can only afford the \$5,000 houses. The end is always the same. More houses than can be sold. Foreclosure sales that bring famously poor prices. Lenders concluding that enough is enough and asking, "How are we going to know what a house is worth?"

The weak link is right here: Not all building of houses under \$10,000 is speculative. In fact, probably three-fourths of it represents building to order, to stock plans, the deals being handled in various ways by small contractors or lumber dealers. But speculative building influences these jobs. Both the lumber dealer and the contractor are likely to be doing business with the local speculative builders who are large, though close buying, customers. Therefore, it is not strange that on their

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"THE INLAND PRINTER ANNOUNCES
THE
CATALOG
OF EQUIPMENT AND SUPPLIES
FOR THE GRAPHIC ARTS
WILL BE PUBLISHED OCTOBER 1, 1930

This publication will contain individual catalogs of manufacturers and supply firms selling the printing and allied industries, together with a most complete listing of firms under products manufactured, sold or distributed.

The idea of distributing catalogs in this form has been proved basically sound in major industries. It affects a definite saving in that it automatically solves the problem of the manufacturer, supply firm and buyer.

Here in an attractive permanent binding will be presented to the buyer in compact interesting form information on machines and supplies he requires, thereby saving his time, space for filing, etc. It also insures the seller that information on his line of products is constantly available.

This Catalog will be definitely established as a most complete and serviceable Buying Guide; the obligation of the publishers does not end with distribution.

It will pay you to investigate this opportunity. For a reasonable price (the usual cost of postage) it is possible for every manufacturer and supply firm to distribute a complete Catalog of their products nationally to all reputable purchasing units in the printing industry.

Published by

THE INLAND PRINTER



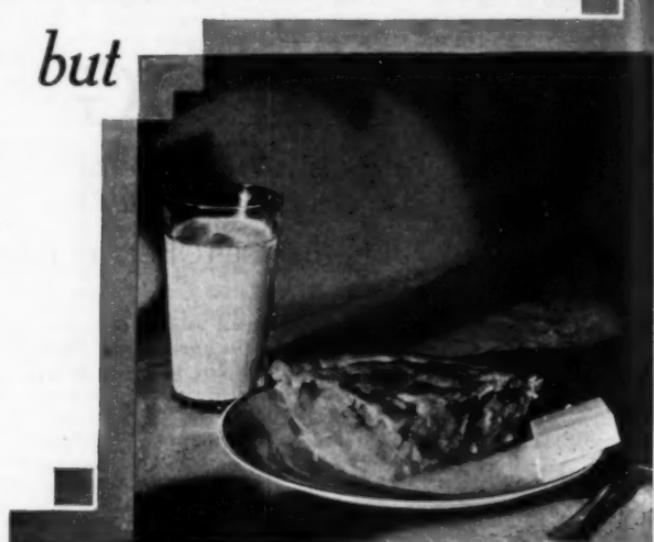
330 S. WELLS ST. - CHICAGO
New York Office: 1 E. 42d St.



for 46 years publishers of *The Inland Printer*

A POPULAR SNACK

but



INDUSTRIAL KITCHENDOM

a term defining the great group of plants engaged in the manufacture of all kinds of food.

To advertisers it is more than something to make the mouth water. The pie typifies many industries — mainly baking and milling. The milk and cheese, another.

But . . . to us all . . . it's food.

Therefore, the advertiser to food industries — baking, dairying, milling, or what not — can clarify and simplify his marketing and advertising problems by thinking as he eats . . . in terms of food instead of in terms of this item and that item. They all come out of "Industrial Kitchendum" — no matter what. These industries are diversified in products only. In production methods, manufacturing processes and equipment . . . they have a community of interest and are bound together.

Consequently, *Food Industries* serves them all. It visualizes the whole of "Industrial Kitchendum" for them and enables them to profit by this intimate knowledge of what an entire industry is doing. Such reader interest naturally makes the advertising section a profitable sales promotion tool.

FOOD INDUSTRIES

A McGraw-Hill Publication

TENTH AVENUE at 36TH STREET, NEW YORK

own contract jobs some padding is done to avoid hurting the feelings of speculative builders—not to mention unconscious padding due to financial ineptness and shoe-string methods of operation.

Thus the great American public finds itself paying \$6,000 to \$7,000 for \$5,000 houses. To carry that additional load of even \$1,000, paid off in ten years, costs more than \$10 a month—a very important item to the family who must live on \$2,000 a year or less. It is just as onerous for the \$3,000 income to handle an additional \$20 to \$30 a month.

The true remedy is this: Suppose we had a building industry with several independent units organized from top to bottom, as we have in that famously organized automobile industry, which was once largely an aggregation of parts makers.

Suppose these great national corporations are engaged in marketing complete homes everywhere in the United States. Operating through dealers; arranging economical financing; controlling construction and prices to insure value, volume to insure market; building quality houses through the use of nationally advertised materials. Such houses of real value, with the inflated speculative element absent, would not want for mortgage money; there is plenty of it to be had under those circumstances.

All the factors necessary to start several such firms are already in existence. The laborers and contractors and sub-contractors to execute the jobs—enough of them everywhere to insure keen bidding and close prices. Lumber dealers are everywhere handling all kinds of building materials. Each ready and willing to act as the focal point in his locality—the outlet, if you please, for one of these proposed large corporations. And there are enough lumber dealers nearly everywhere to make outlets for several such corporations and to secure competition between them.

There are hundreds of millions of dollars a year available from insurance companies seeking high grade, rock bottom mortgages on

modest homes. There are hundreds of thousands of investors willing to buy collateral trust bonds, based on such mortgages when the character of the operations is made known.

Then why is this not being done? In the first place the idea has only crystallized in the last year. During the last six months it has become more or less understood by some manufacturers of building materials in some of the groups mentioned above. But by and large, the true reason the idea has developed no further is because of the too prevalent idea that it is somebody else's job.

Here, then, is a great opportunity for a few leading manufacturers of building materials to get together on this, purely on the basis of self interest, because it could be operated to require the sale of their products. It is an opportunity for the investment banker to be the father of the finest mortgage bonds ever issued, based on the security which is our industries—the earning power of American workers. It is an opportunity for a life insurance president to make his company's loans, not all to seekers for money who always try to borrow the utmost, but to individual home owners to whom he has insured good value by fathering the plan. It is an opportunity for advertised items in the building material line to cash in on a larger part of the salability, the consumer good-will, that has been created for them.

What the situation plainly needs is the will to study, master, grasp and promote the thing. Once in operation it will be recognized by all as being simple, natural and obvious. Wanted: a leader.

Fordham University to Give Graphic Arts Course

The Manhattan division of Fordham University will add to its curriculum next fall a course on "The Graphic Arts in Their Relation to the Fields of Advertising and Printing." The course is intended for students planning to enter the advertising field and will cover editorial and advertising copy in relation to the graphic arts. There are three main divisions to the course: (1) Copy and its Preparation; (2) Composition and Printing, and (3) Printing Inks and Harmony of Colors.

Information on Production Statistics

CHARLES H. TOUZALIN AGENCY
CHICAGO

Editor of PRINTERS' INK:

Will you please let us know if you have ever heard of a survey being made of the paint industry? We would like to find out the volume of paint sold each year; the amount sold through the wholesalers, and if any part of the volume is sold by direct selling.

Possibly you have run articles pertaining to this subject in your publication, and if so, we would like to find out the issues in which they appeared.

O. T. ANDERSON.

MILNE-RYAN-GIBSON, INC.
SEATTLE, WASHINGTON

Editor of PRINTERS' INK:

If available, we would greatly appreciate the following information:

Approximate number of pleasure boat manufacturers.

Names, if possible, of larger ones.

Approximate volume of business.

Extent of national pleasure boat advertising to consumers.

J. K. HEFFERMAN.

PACIFIC RAILWAYS ADVERTISING
COMPANY

LOS ANGELES, CALIF.

Editor of PRINTERS' INK:

Do you have available the volume of business in dollars and cents, showing the consumption of pickles in the United States, both in packages and in bulk?

If you do not have this information, can you tell us to whom we can go for same?

A. S. PETTIT.

AMONG the hundreds of inquiries that come to PRINTERS' INK each week, there are always a number asking for facts and figures concerning the production or consumption of commodities and materials of every description. These figures are compiled by the Bureau of Census and are to be found in the Census of Manufactures for 1927.

In many industries, trade associations and trade publications are in a position to supply more up-to-date facts. PRINTERS' INK, however, makes no attempt to collect all these statistics since that is a tremendous task.

For ready reference, the Bureau of Census has published a summary report of the biennial cen-

sus of manufactures for 1927. This gives the following information about the various industries included:

Number of establishments
Persons engaged in the Industry
(a) Total
(b) Proprietors and firm members
(c) Salaried officers and employees
(d) Wage earners
Horse Power
Salaries
Wages
Cost of materials, supplies, containers for products, fuel and power
(a) materials, supplies and containers
(b) fuel and power
Value of products
Value added by manufacture.

Following this, the same information is segregated by States, so that one can determine just where manufacturers are located and the value of the merchandise produced by the industries in the different States. The report is entitled "Statistics for Industries and States." It can be obtained from the Superintendent of Documents at Washington, D. C., for 15 cents.

More detailed statistics in regard to the production of certain commodities are published in the form of separate pamphlets devoted to particular industries or small groups of related industries. These reports will be sent gratis by the Census Bureau upon request.—[Ed. PRINTERS' INK.]

If You Want Constantinople, It Is Now Istanbul

The State Department at Washington has substituted the name Istanbul for Constantinople to conform to the new legal name for the city as directed by the Turkish Government. This action, according to Government officials, is in accordance with the policy of observing the change in legal names of places in foreign countries in sending out all Government mail.

Engineering Advertisers to Meet

The Engineering Advertisers' Association, Chicago, will hold its annual frolic at the Palmer House, that city, on the evening of June 9. In addition to the election of officers there will be a program of vaudeville entertainment. H. W. Stoetzel, Republic Flow-Meters Company, is chairman of the program committee.



THE INCREASING USE OF THE TELEPHONE REQUIRES THE EXPENDITURE OF HUNDREDS OF MILLIONS ANNUALLY FOR EXTENSIONS AND IMPROVEMENTS

It keeps faith with your needs

An Advertisement of the American Telephone and Telegraph Company

You have found a constantly growing use for the telephone. You have learned its value in business. You have found it helpful in keeping contact with family and friends. Its increasing use has given the telephone its humanly important place in modern life and requires the expenditure of hundreds of millions annually for extensions and improvements.

In 1929 the Bell System's additions, betterments and replacements, with new manufacturing facilities, meant an expenditure of 633 million dollars. During 1930 this total will be more than 700 millions.

Definite improvements in your service result from a program of this size and kind. They start with the average time required to put in your telephone—which in five years has been cut nearly in half.

They range through the other branches of your service, even to calls for distant points—so that all but a very few of them are now completed while you remain at the telephone.

In order to give the most effective, as well as the most economical service, the operation of the Bell System is carried on by 24 Associated Companies, each attuned to the part of the country it serves.

The Bell Laboratories are constantly engaged in telephone research. The Western Electric Company is manufacturing the precision equipment needed by the System. The staff of the American Telephone and Telegraph Company is developing better methods for the use of the operating companies. It is the aim of the Bell System continually to furnish a better telephone service for the nation.



A Travel Bureau Cuts the Sales Unit

It Has Been Said Time and Again That Merchandising Ideas Know No Industrial Boundaries —Here Is a Specific Example Proving Once More the Unlimited Scope of a Sound Plan

DECREASING the unit of sale is a merchandising plan that has proved successful in scores of industries. Just as increased units have been called upon to promote sales for soft drinks, auto fan belts and lamps, so has the smaller unit accomplished a similar end for products ranging from food and toilet goods to brooms and brushes.

It is a basic solution for a basic problem. Even the man whose business it is to sell travel may find that his unit of sale needs adjustment.

Transatlantic tourist traffic has fallen off sharply since the first of the year. Attribute this to the stock market crash if you wish. The fact is that steamship companies and travel agencies are faced with the problem of increasing bookings. It is interesting to discover that one tourist bureau is trying a smaller sales unit as a solution.

National Tours, a New York steamship tourist bureau, has chartered three Cunard liners which will be diverted from their trans-oceanic schedules to sail on three cruises of six and one-quarter days each, part way to Europe and back again, or to "nowhere," as the advertisements describe it.

The idea back of the plan was outlined for PRINTERS' INK by Ralph Dellevie, president of National Tours. "Because of current business conditions," says Mr. Dellevie, "we feel that long vacations will be somewhat curtailed by those executives who have it in their power to take them. Business men will feel reluctant to spend any great length of time away from their enterprises. For this reason a short cruise of six days,

combining the pleasures of an ocean voyage together with the assurance afforded a *brief* leave from business, will, we think, appeal strongly to this class.

"Our plan is also especially well suited to the great middle class; the thousands of wage-earners whose incomes and vacation periods will never permit of a trip abroad. And there are others also who care for a sea voyage, but who dislike the bustle and bother of traveling in foreign countries."

An advertising campaign, which at present calls for space in a half dozen metropolitan New York newspapers, is now under way, featuring the cruises to nowhere. Advertisements range in size from 200 lines by four columns to 100 lines by two columns. As the warm weather sets in it is planned to increase the campaign so as to include additional newspapers.

Copy stresses the "new, different, restful, interesting, healthful and sociable way of spending a week at sea." A recent advertisement, typical of the series, follows:

**A BRAND NEW IDEA . . .
3 Summer Ocean Cruises to "Nowhere"**

Part way to Europe and back again!

An ocean trip to Nowhere! A voyage to mid-ocean—cool, deep and blue. Sailing the high seas on the lane to Europe and yet actually going to no port. New York the port of departure; New York the port of entry. Six and one-quarter days of luxury and the cool comfort of ocean breezes, of health and sunshine, of the recreation which only a sea trip offers city-worn nerves. Almost a whole week of Cunard service and meals—and that means the best on any sea. Doesn't it sound fascinating, glamorous, adventurous? The spirit of the Vikings in a modern setting with all the luxury and surety of modern giant greyhounds of the sea—Cunard-Anchor ships of 23,500 tons, chartered between their regular runs to Europe to bring undreamed of pleasure to thousands of vacationists.

While it is hoped that the trips to nowhere will serve as an additional source of income for National Tours, the idea is not without benefit to the Cunard Line. The cruises will serve as a sample of Cunard service—a sample that may later prove a tangible asset.

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"taken for a ride"

Yessir! Our old rate card is being "taken for a ride" by the circulation department. It will be killed—"bumped off". But the job will be taken over by another. Rate card No. 2 has been issued and is being groomed to take No. 1's place in the DAIRY TRIBUNE ranks on the date mentioned.

DAIRY TRIBUNE is a new magazine. Leading manufacturers and advertisers, whose logical outlet is the three billion dollar dairy market, have been watching this new national dairy magazine. They have seen its ready acceptance—have noted its brisk editorial style and sensible, up-to-date make-up.

To these manufacturers and advertisers—producers of building materials and barn equipment, separators, milking machines, dairy plant equipment, refrigerating equipment, trucks and farm machinery, fence and posts, and many other lines—we are offering a special opportunity to reach this three billion dollar market, through DAIRY TRIBUNE, at the old rate until the September, 1931 issue. Our representatives will be pleased to give details of this special offer.

Dairy Tribune

The National Farm Dairy Magazine

Mount Morris, Illinois

Chicago—J. C. BILLINGSLEA, INC.
123 W. Madison St. Central 0465

New York—A. H. BILLINGSLEA
101 Park Ave. Caledonia 0607

**THE AMERICAN
School Board Journal**

The Bruce understanding
of the school field, de-
veloped in thirty-nine
years of direct contact, is
the basis of value placed
by the advertiser on The
American School Board
Journal: an authoritative
publication read by the
authoritative personnel of
a definite purchasing
market. Interesting details
on request.

July
Equipment & Supplies Number
Closing Date
June 16
Special Purchasing Issue of Importance



THE BRUCE PUBLISHING CO.
Established 1891
MILWAUKEE, WISCONSIN

CHICAGO: 66 E. South Water St.
NEW YORK: 342 Madison Ave.

*Publishers Also Of
Industrial Arts and Vocational Education
The Catholic School Journal
Hospital Progress*

**In the School Field
ask Bruce**

Let's Have Executive Titles That Mean Something

WILLHELM LUBRICATION COMPANY
ST. PAUL, MINN.

Editor of PRINTERS' INK:

You are always interested in something new, and usually you are several jumps ahead—at least we think so—of the other advertising and sales magazines. We thought you might be interested in what we think is somewhat new in the matter of outlining executive responsibilities and making a clear-cut division in sales managing.

In this organization the president of the company is also director of sales. H. G. Myser and myself were formerly the sales counselor and sales promotion manager, but the president of the company, believing that the title "sales counselor" was not very definite, and believing that the title "sales promotion manager" had more or less wrong connotation, especially in writing to salesmen, decided to change them.

He appreciated the fact that to most executives, sales promotion means the development of new territories and the development of new ideas; but to a lot of salesmen out in the territory the promotion manager is one who promotes and oftentimes they feel pushes over new ideas not to their liking, so H. G. Myser was made director of sales supervision, which definitely carries the idea that he supervises the daily activities of the sales force of more than two hundred men in twenty-two States and Canada. He goes over their daily reports—he watches their progress in the territories—in other words he has to do with their progress and their accomplishments in their sales work. My title was changed to director of sales development—developing and opening new territories—developing new sales ideas, and perfecting sales equipment, sales manuals, reference manuals—in other words the tools with which the salesmen work.

Do you think these titles are more explanatory and more definite?

J. P. PAULSON,

Director of Sales Development.

P. S. I believe the last six issues of *PRINTERS' INK* have contained more valuable and interesting information than any other twelve issues of any magazine in this field. More power to your progressive and alert organization.

IN a day when the head office boy has become "assistant to the vice-president in charge of personnel research," executive titles have come to mean very little. One im-

portant reason for this, over and beyond the average democratic American's overweening desire to be called something even if it is only fourth assistant something or other, is the growing complication of business structure.

We do not have to go very far back into our memories to remember the day when managing salesmen was a fairly simple problem, uncomplicated by statistics, psychology, etc. In those days, a sales manager managed sales. It is even possible to remember when fairly large corporations had only one vice-president who was really expected to act for the president in his absence. Advertising managers managed advertising, presidents presided.

Today all that is changed. The sales manager's duties have become so complicated that often they are performed by a dozen men, none of whom solely manages sales. The term "sales promotion" has come into great favor, with the result that it means one thing for some companies, another for others. Other terms and titles have undergone the same experience.

It is refreshing, therefore, to find a company which, instead of borrowing executive titles from other companies, really goes about the task of finding titles that fit the jobs to be done by the executives who bear the titles. Certainly the company has gone about as far as possible in making the titles clear and graphic without being cumbersome.—[Ed. *PRINTERS' INK*.]

Appoints Mayers Agency

Visionola of California, Ltd., San Francisco and Los Angeles, manufacturer of home entertainment machines, a combination radio, electric phonograph and picture projector, has appointed The Mayers Company, Inc., Los Angeles advertising agency, to direct its advertising account.

Hotel Accounts to Bisberne Agency

The Belden-Stratford, Parkway and Webster Hotels, all of Chicago, have appointed the Bisberne Advertising Company, of that city, to direct their advertising accounts.

Why the Consumer Goes on Strike

A Female Captain of Industry Takes a Day Off to Buy Some Raiment and Thereby Hangs a Tale

By Elizabeth Onativia

THERE seems to be a growing trend in trade and general periodicals to emphasize the need of what might be called horizontal thinking. "King Mob," the much discussed book referred to in the May 3 issue of *PRINTERS' INK*, under the heading "An Angry Book by an Angry Man" is one example. "Midnight Thinking" in the June *Scribner's*, is the same idea treated from an educational point of view.

In various random writings, there is distinct revolt, articulated by those who have the gift of words, against mass mentality. The great difficulty in getting results from this sincere criticism seems to me to be the fact that there is no pooling of literature. I should like to see a business paper come out with a literary article on the subject, and one of the magazines without illustrations publishing a merchandising article. Why segregate thought?

For instance, here is an experience related to me by a busy, enlightened woman. It is the sort of simple story that has value, as showing the exact conditions resulting from our worship of formulas. It has no tie-up with literature or the trade, but it is a statement of fact, of human emotions, having a value for both.

This female captain of industry took a day off, after the last hot spell, to provide herself with raiment against another emergency, in much the same spirit that actuates parents during the fall and spring months, when woven name tapes are being sewn, from coast to coast, on the outfits of the coming generation.

This woman wanted a bathing suit and coat, suitable to her years. She wanted a dark but washable dress, and a rough, dark, large straw hat, in a brownish tone. She

wanted some dark brown silk stockings. She wanted a long pink slip. That was what she, as an individual, wanted.

From the advertisements which she had read in the papers, she supposed that this stock would be found in any department store. Her problem, as she visualized it, was to make the adjustment between her desires, her pocketbook, the salespeople and time. Here is the log.

* * *

10 a.m. A nationally known department store. First, the slip. The expensive slips had hems which could be let down, to be sure, but that would be made uncomfortably narrow by the process. Others were too high in the neck. The cheap slips were better cut, but irrevocably stitched about the hem. In despair, Mrs. Blank ordered the longest of one of these, naturally unnecessarily large at the top, praying that she might be able to train it into shape by sheer force.

10:20. There were no dark brown stockings. "These are the darkest we have, Madam." "But," said Mrs. Blank, "those are the same color that I am wearing. I thought it was acknowledged that stockings would be darker this spring." "I couldn't say about that, Madam. These are the darkest we have." So Mrs. Blank ordered the darkest they had, knowing that if this store had nothing else, the same condition would be true of other stores.

10:30. The bathing suit department. Mrs. Blank craved one of the fetching shirts and shorts advertised, modest but chic. The saleswoman explained that she had just been sent down to the department, but would do her best. Together they explored the stock cases. There were light-colored shirts

Let your salesmen talk in pictures



The S.V.E. Jam Handy Pocket Explainer enables a salesman to show his product and its use in still pictures . . . at the office desk, in the prospect's home, across the counter of a store . . . anywhere. Gets attention because of novel presentation. Weight $1\frac{3}{4}$ pounds, slips into coat pocket.

The Society for Visual Education is the designer and manufacturer of this unique S.V.E. Jam Handy Pocket Explainer, distributed by the Jam Handy Picture Service (Newspapers' Film Corporation). For window display and advertising purposes the Society manufactures the S.V.E. Automatic Picturol Projector; and for sales promotion and lecturing purposes, the manually operated S.V.E. Picturol Projector (sold industrially under the label of the S.V.E. Jam Handy Explainer).

SOCIETY FOR VISUAL EDUCATION, INC.
Dept. 360, 327 S. LaSalle St., Chicago, Illinois

Please send details about Projectors.

Name _____	Position _____
Address _____	
City _____	State _____

S V E SOCIETY FOR VISUAL EDUCATION, INC. **S V E**
Manufacturers, Producers and Distributors of Visual Aids
327 SOUTH LASALLE STREET CHICAGO, ILLINOIS.

June 5, 1930

June

and shorts, but no coat to match. There were silk three-piece garments, in either too light colors or too small sizes. There was one jersey suit, just the thing, on a display counter, but alas, in a hair-raising red, with sunbeam rays in black across the chest.

They appealed to the buyer, who was selling behind a counter. "We have just the same thing here, Madam." The buyer laid out a bright purple and a green. "But," said Mrs. Blank, "that isn't the same quality, and I want a dark one." "Well, Madam, that on the counter is an imported suit, the only one we have. But we have plenty of black ones." Black ones were produced in regiments, heavy and abbreviated. The saleswoman burst into tears. The buyer became aloof. Mrs. Blank explained that she wanted a bathing suit, and a coat, that she would pay anything in reason, but that she refused to make a spectacle of herself. The buyer became more aloof. "This is all the stock we have, Madam," the saleswoman whimpered. Mrs. Blank thanked them both as humbly as she could and left.

11:15. Another department store. After a cursory survey of the bathing suits, and of customers obviously also making concessions, Mrs. Blank realized that the same drought prevailed. She went to the dress department. Here were dresses at most reasonable prices, but either washable in sport models, with no sleeves, or the usual street dresses of unwashable material. She picked out three and tried them on. The first was too short with no hem to let down. The second was in the new mode, waisty and tight, a fashion in which Mrs. Blank had never appeared and never intended to. The third, on her person, gave her the look of a well-dressed governess, a look calculated to depress rather than impress her clients. Mrs. Blank apologized and sought the hats.

Noon. "No, Madam, we have no rough straw hats, unless you want a garden hat. They are not wearing rough straw hats this year . . . Oh, yes, you might find

one in one of the French shops, but we have nothing." It was indeed true. There were any number of brown hats, slick and groomed, showing none of the symptoms of hats in the days when hats were hats and not bowls, which Mrs. Blank had believed from the advertisements might be on the way.

12:45. A hurried survey of the stock in the shops for ten blocks, and lunch.

1:45. An exclusive shop, where Mrs. Blank had traded for years. Reasonable prices, but smooth, small hats and too dressy dresses.

2:15. A specialty shop run by a stockbroker. Mrs. Blank howled for the proprietor, and asked if she or the U. S. A. was wrong. He explained that the cutters-up had guessed wrong in the spring, that the public wouldn't buy the new fashions, that the cutters-up were working overtime to get out the styles the public did want, and that meanwhile stock was at a premium, though selling for nothing. But not to tell anyone. Bad for prosperity and morale.

2:30. Aromatic spirits of ammonia and deep thought. A return journey down the other side of the street. The find of a dark, smart bathing suit, with a coat to match, \$48. A hurried exit.

3:30. A large specialty shop. Here the saleswoman was intelligent. "We have no rough straw hats, but I have one that will suit you as far as shape goes." The hat was tried on. It was austere in complexion, but the shape was good, and the hat was bought. Mrs. Blank was later to find out that she disliked it because the light shone through the brim and gave her a leprous look.

3:45. The same shop. "I will show you all the bathing suits we have, Madam." Mrs. Blank explained that she had seen all the bathing suits in the world, that she only wanted to see one, a dark suit with some skirt, of good quality. The saleswoman eased Mrs. Blank into a chair, and produced exactly the right article. "Now, how did you happen to have that?" asked Mrs. Blank. "It's new stock, Madam, just advertised in our new

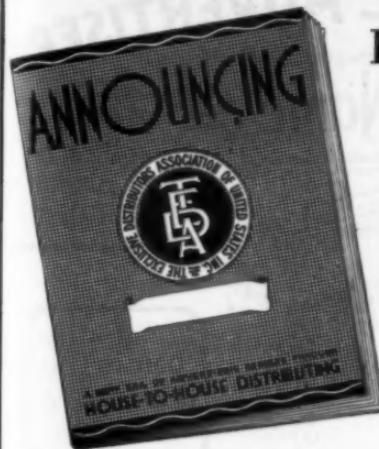
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Here It Is!

Ready for
your Files!

The First Complete Book of Facts on

HOUSE TO HOUSE DISTRIBUTING

In this book, just off the press, will be found highly interesting facts about House-to-House Distributing of Advertising Literature and Samples, the medium of Direct Results. What it is, what it does, what it costs, how to use it on any scale from National Coverage to a One-Community Test — this book tells you all. It will be sent *without obligation*. Ask the

**NATIONAL REPRESENTATIVE
Exclusive Distributors' Association, Inc.**

{Established 1902}

709-710 J. M. Studebaker Building, South Bend, Indiana

NATIONAL Representative, Exclusive Distributors' Association, Inc.

709-710 J. M. Studebaker Building, South Bend, Indiana

Send without obligation to us, a copy of The First Complete Book of Facts on House-to-House Distributing.

Name _____

Address _____

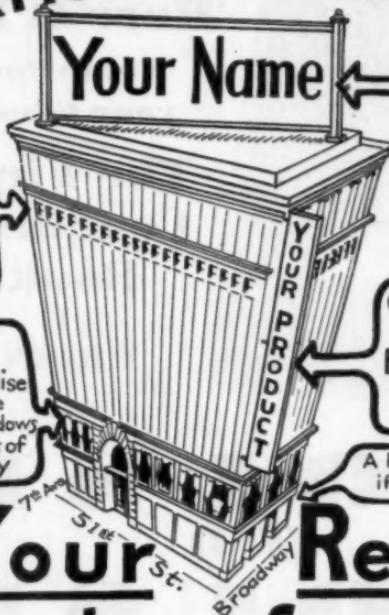
City and State _____

NATIONAL ADVERTISERS

Your Name

Your Offices
in your
own
Building

Show
your
merchandise
in these
showwindows,
250 feet of
display



Visible for
miles to
thousands
Night & Day

Constantly
before the
Broadway
throngs

A Broadway Store
if you want it

Your Rental for these features

will be nominal—considering the tremendous prestige gained.

This thoroughly modern BROADWAY office building, in the midst of business activity, also fronts on SEVENTH AVENUE, and is adjacent to many popular hotels and theatres visited daily by thousands of transients as well as resident New Yorkers.

Full particulars including floor plan, photo, and rentals will be furnished without obligation to you or your authorized representative.

BETHLEHEM ENGINEERING CORP.

1560 Broadway (at 46th Street) New York City

Telephone BRYant 1230

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booklet. We've just got in a new line." A coat was found to go with it, reasonable in appearance and price.

4:10. The same shop. Washable dresses not suitable for the streets. "That's what I tell our customers, Madam," said the saleswoman, "but they want wash dresses in summer and they will buy them for street wear." Reluctant capitulation to an un-wash dress, on the part of Mrs. Blank. This happened to be the same model as one she had bought in Paris the summer before, but it was comfortable, cool and cheerful. The saleswoman, an old hand, explained that they were providing the best of last season's models, until such time as new fashions could be devised.

4:45. Gloves from a talkative saleswoman at the expensive shop where Mrs. Blank had for years bought them. "You haven't been here for some time, Mrs. Blank." Mrs. Blank very nearly growled.

5:15. Home. Collapse. Beverages.

The next day. 9 a.m. The bathing suit and dress arrive. The slip arrives. The stockings arrive. No hat. Telephone. Hat by boy. No gloves. Three days later, the gloves. Sent to the wrong address.

* * *

There's the story. Having worked in a department store, Mrs. Blank knew the routine of sales slips and so on, and always helped the saleswomen. She knew of the troubles of the textile trade, but still saw no reason why she should make a guy of herself to help out the executives.

There was no time for home-sewing. She felt that with all the enticing advertising, with all the desire for sales, that she ought to be able to go out and accouter herself at retail, but not at the cost of her self-respect, or of delay. She abased herself to the System, to the words written, for instance, about the necessity for "basic color co-operation, in order to plan a season's ensemble," but as she had the remains of last season's ensemble, she also desired

Tell Them!
50,000
SUBSCRIBERS

Style Sources
Women's Wear Daily

**150,000
READERS**
Sell Them!

New York
8 East 13th Street.

STEEL

About

July 1st

June 5, 1930

June 5,

RETOUCHING SPECIALISTS

BLACK
AND
WHITE
•
COLOR

ADDA AND
KUENSTLER
STUDIOS

70 E. 45 · NEW YORK
Murray Hill 9237

\$1000 AWARDED

To L. M. Johnson, 2849 Hemlock St., Longview, Wash., for the Prize-Winning Slogan:

"THEREBY HANGS A SALE"

More than 1,200 advertising men have shown their interest in this new method of house-to-house distributing and sampling.

DOOR-KNOB ENVELOPES
"Deliver the Goods"

Free Samples on Request!



Send for SAMPLES and Price List!
CHANIN, Inc.

Sole Makers and Distributors
276 West 43rd St., N. Y.
Phone WISconsin 0021

basic personal co-operation. A black hat, for instance, would have involved a complete new set of accessories, if she were to have any sort of well-dressed appearance, and being a working woman, Mrs. Blank had neither the time nor the money to devote to the chase.

This is a feminine experience, but by no means common to one woman only. It has in it also all the elements of discrepancy between production, advertising and merchandising or distribution, or whatever the habit of speech may be. Mrs. Blank felt that the manufacturer, the wholesaler, the retailer, with taste, would sympathize with her, but was powerless to buck the mob spirit of the majority of stylists, whether of bath-tubs, bathing suits or hats.

She felt that those who were the first to consult the taste of the public, individual by individual, would be the first to show a better balance sheet. She felt, and learned by later querying, that a vast number of individuals, in every walk of life, felt as she did. She felt that the advertisements were so much sweeter than the real articles, that it would perhaps be wiser in the future simply to regard them as delightful fiction.

A little individual or personal research would reveal the situation. Let ten key men in ten key towns make a list of what they need, in any way, and what they want, and let them go out, guided, if you like, by local or national advertisements, and see what they can get. Then let them go home, and, unaided by lingering slogans and mob maxims, total the results.

But better still, let them buy all the business papers for one month, and all the general and literary magazines, and for one week-end, say, devote themselves to observing that what seems to them the difficulty about their own businesses is not a trade cycle, or an economic depression or inflation, but the beginning of a new decade of thought, which is going to be the underlying motive in a happier, and more satisfactory national prosperity.

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© H. F. I. CO. '30

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A BETTER WAY TO AVOID IT . . . Mailing cuts,
mats and art work uninsured is a risk that you shouldn't
assume. And all other methods are slow and cumbersome.

Here's a better way—a quick, convenient, automatic
way, provided by a Hartford Mail Package Insurance Policy.
No waiting in line. No blanks to fill out. No special fees.
Just a coupon, enclosed in the parcel, and off it goes, *at
ordinary postal rates*, guaranteed to arrive, or Hartford pays.

If loss occurs, it's the Hartford's loss—no tax on your
cash or patience—for Hartford pays promptly and fully.

Mail this coupon and get the whole story.

Hartford Fire Insurance Co. Dept. P. I. W-6-5 Hartford, Conn.
Tell us more about your method of saving time and money on
mats, plates and art work mailed to clients and publications.

Signed _____

Address _____



HARTFORD FIRE INSURANCE CO.
HARTFORD • CONNECTICUT

Somewhere in the State of New York there's a man ! like this

he can sell if he has something real to sell
he has had a hard time finding something unusual to sell—unusual things to sell and men to sell them are rare!

here is an unusually good monthly income producing idea—but it takes an unusual man to sell it! He must have a wide acquaintance—He must have nerve—persistency—COURAGE!

He will win big rewards—but he must earnestly WANT BIG REWARDS!

If this sounds as if you wanted to look into it, call on Walt Koch any morning between 9:30 and 10:30 at 24 West 56th Street and he'll tell you more about it and put you in touch with headquarters.

Manufacturing IN AUSTRALIA

A complete equipment located in Sydney, N.S.W., under the control of a qualified manufacturing chemist, is available for branded pharmaceutical products. The services of an associated distributing agency are also available, if desired.

London Correspondents:

FASSETT & JOHNSON, LTD.
86, Clerkenwell Road, London, E. C. 1

Says Advertising Plays Greatest Part in Oil Burner Sales

Business is as good as you make it and advertising plays an unusually important part in making for better business during depression, E. V. Walsh, sales manager of The Timken-Detroit Company, Detroit, told the Milwaukee Sales Managers Association at a recent meeting. His company, he said, was spending 35 per cent more in advertising this year than it did last year and considers it money well spent, judging from the results obtained.

An analysis of sales in the oil burner industry, Mr. Walsh pointed out, showed that 81 per cent of all sales were made, according to an actual canvass of buyers, because the purchaser had been influenced by advertising, or by friends, which he called the same thing. Only 19 per cent, he said, were due to salesmen interesting purchasers in the product. Advertising, concluded Mr. Walsh, is absolutely essential to sell goods in spite of the fact that salesmen generally protest that they and not the advertising are the most important factors in selling the goods.

Newspaper Advertising Executives Form New Group

At the departmental meetings of the Newspaper Advertising Executives Association during its recent convention at Washington, D. C., a new organization was formed to be known as the "Less than 100,000 group." Hoyt Boylan, of the Richmond, Ind., *Palladium-Item*, is temporary chairman and Perry J. La Bounty, of the Bloomington, Ill., *Pantagraph*, is temporary secretary. The purpose of the new group is to allow for one or two group luncheons peculiar to papers in cities of less than 100,000 population.

Buys Columbus, Ga., "Enquirer-Sun"

The R. W. Page Corporation, publisher of the Columbus, Ga., *Ledger*, an evening paper, has purchased the Columbus *Enquirer-Sun*, a morning paper. The *Enquirer-Sun* was formerly owned by Julian Harris. The Page Company also publishes newspapers in Bradenton, Fla., and Wilmington, N. C.

Appoints Byerly-Humphrey & Prentke

The Radiart Corporation, Cleveland, has appointed Byerly-Humphrey & Prentke, Inc., advertising agency of that city, to direct its advertising account. Business papers and direct mail are being used.

Kokomo, Ind., Newspapers Merge

The Kokomo, Ind., *Dispatch* has been bought by John Arthur Klautz, publisher of the Kokomo *Tribune*. The *Tribune* was established in 1850 and the *Dispatch* in 1870.

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Wanted—

*a man to head
the New York
office of a
AAAA agency*

We might have added
“Working head.” The ideal
man would be one who has
worked his way through
every branch of the advertis-
ing business. Address “R,”
Box 274, Printers’ Ink.

Wanted—

*a copy chief
whose chief
ability is “copy”*

We can stand as good a man
as there is—for one of the
big reasons our clients come
to us is for the very human
quality of our copy. Address
“W,” Box 275, Printers’ Ink.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500; President and Secretary, J. I. ROMER; Vice-President, R. W. LAWRENCE; Treasurer, DAVID MARCUS; Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGRANSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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Philip H. Erbes, Jr.
London: Thomas Russell

NEW YORK, JUNE 5, 1930

Let the Weaklings Read This We cannot refrain from pointing an editorial finger at one of the strongest testimonials for sane, continuous advertising that has come our way in recent months. The firm is Marshall Field & Company, Wholesale, of Chicago. As a business institution it has been in existence something less than eighty years, the last forty-three of which have been spent in the same location. Within the month, however, it has moved to larger and finer quarters.

By consistent advertising and honest merchandising, it has won for itself a goodly share of prestige. It has made the name Field, Wholesale, synonymous with all that its even older brother, Field, Retail, stands for. It is, incidentally, one of those mercantile firms which has never had a sale.

Prior to its recent move, however, officials decided to lighten the inventory load by staging a general house sale, including "a large volume of merchandise, broken lots, samples, items to be discontinued, and in some cases new goods that have never been shown before."

But here is the interesting point. Other than through its own salesmen, this sale was announced to the trade solely by means of one 8½ by 11 folder, mailed out to a list of all who had at any time done business with the firm. There was no mentioning of prices or per cents; there was no cataloging, other than the above general description, of the merchandise to be offered. The folder, in substance, stated briefly: "Before we move to the Merchandise Mart, we intend to dispose of a large volume of merchandise. This gives you an opportunity to buy seasonable goods at very advantageous prices from every one of our departments."

And that single folder drew in upward of 5,000 out-of-town buyers during the six-day period. But that's a misnomer; it wasn't the folder. It was the name Marshall Field & Company, Wholesale, and all that it stands for, as established by long years of steady, consistent advertising and fair dealing. It takes more than years alone to build a name.

A Royal Definition

While of no particular professional significance, it is always interesting to note what those in the public eye have to say about advertising, especially when they attempt a definition. Here, for instance, is a definition conceived by no less a person than H. R. H. Prince George, K.G. Speaking before an advertising gathering at London, with a commendable frankness sometimes lacking in public personages, he said: "When I was asked by your chairman to come to this dinner to speak on a subject I really know little about, my first thought was to ask myself: What exactly is advertising? What does it do? How does it do it?

"My mind, therefore, sought some

ve, however, to shorten the time in general large volume broken lots, continued, words that more."

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drew in own buying. But isn't the Marshall stable, and established inconsistent thing. It alone to

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symbol, and this came to me when driving down the Mall. Suddenly I noticed a tall building emerge from the darkness into brilliant illumination. That building now stood clearly revealed by what I believe is called flood lighting. That is what you gentlemen seem to me to be engaged upon—flood-lighting the work and services of man so that each article is better known, better seen and more keenly desired."

Possibly the comparison is old. But it will bear repeating anyway, for it is neither inaccurate nor lacking in inspiration. Some would dismiss it as oratorical and, like most figurative comparisons, so it is. But no man is the worse off for possessing a broad vision of his field. And no advertising man would be the worse off for thinking of his vocation as the flood-light of the commercial world—as the economic instrument which makes it possible to bring a product successfully before the buying gaze of millions of potential customers.

More Care in Space Buying

At both the recent advertising conventions in Washington it was evident that the old question of more careful selection of media was a matter of great interest. No less than ten speakers at the two conventions touched upon some phase of the subject and it was also a general subject of informal conversation.

Kenneth Collins, executive vice-president of R. H. Macy & Co., surprised some of his hearers when he said: "There is an annual award at Harvard University for just about everything in the advertising field except one of the most important, namely, judicious space buying. Why not a prize to the man who, in the committee's best judgment, has most accurately geared his campaigns to the correct media?"

There are, as a matter of fact, two awards made by the Harvard Graduate School of Business, carrying out the Bok bequest, that might conceivably make Mr. Collins' suggestion more than a pleas-

ant remark made in the course of a speech. There are awards for advertising campaigns that strike the committee as being best in excellence both of planning and execution. Surely space buying has a very definite and important place in planning as well as execution.

Then there is another award for research. More and more, the most careful research is being applied to the selection of media which best cover the advertiser's logical market.

Two statements in the official Harvard bulletin seem to have a definite bearing on the subject of space buying. One of them mentions as an object of the awards the desire to encourage workers for work well done, "work ordinarily carried on in anonymity," and again a statement about improving methods "fraught with danger of wasteful and unsound expenditure when indifferently or unsoundly employed."

Careless space buying is one of the great wastes of advertising. Much good work is being done to improve methods by men who work anonymously. Perhaps one of the two present awards might be expanded to include as an important item the subject of space buying or a new award made to cover it.

In any case, the suggestion should receive consideration, for it touches on one of the oldest but still most important functions of the advertiser and the agent.

Four Methods of Substitution

In one of its recent pieces of copy in the campaign to advertise advertising that *Pictorial Review* has been carrying on, this publication listed several methods by which substitution is practiced by retail clerks. The copy says:

"Perhaps you ask for a certain advertised article by name and the clerk will say: 'Here's a new brand we just got in. Many of our customers like it.' Would you like to try a package?"

Another method mentioned is when the clerk tells the shopper that there is a "special" on. Perhaps she would like to try the

"special" instead of her regular brand. Again the clerk says that the store does not carry the brand, but here is one just as good.

One more form is mentioned in the copy. It takes the form of giving the shopper the article asked for, and then selling her unknown brands for most of the other products on the shopping list.

In addition to these three methods an even more insidious method of substitution is sometimes used. A store will raise the price on certain advertised brands, at the same time dropping the price on its own private brands. The latter is made lower in price.

A woman accustomed to doing most of her shopping at one store sees her favorite brand higher in price than she has been accustomed to pay. Instead of shopping around to check up she is likely to become annoyed at the high price and be an easier victim for the "just as good."

It is a new and particularly difficult form of substitution to meet.

Showings James J. Davis, Secretary of Washington Labor, in addressing the recent convention of the Advertising Federation of America at Washington, made a suggestion that is at least worth thinking about. This was that the Federation should adopt Washington as its permanent convention city, and thus keep up a permanent contact "with the men who manage the greatest business in all the world—the United States Government."

Mr. Davis thought that a yearly meeting as successful as this one admittedly was, held in the nation's capital, would be beneficial to all concerned; at least it would give to the lawmakers a much more accurate view of the place of advertising in the country's economic setup, and this unquestionably would help.

It cannot be doubted, from the reactions of Secretary Davis and other Government officials, that the convention made a real impression in that seat of the mighty. Some of our statesmen, for reasons good or otherwise are notoriously per-

haps naively would be a better word—dilettante in their view of advertising; they know there is such a thing, and that is about all. It was rather a delicious feeling, therefore, to note the way they opened their eyes as they saw this convention function; advertising must be a real business force after all, and perhaps they should become better acquainted with it.

For this reason we are inclined to agree with Secretary Davis that a yearly convention in the capital city would be a good thing for advertising. It would add dignity and importance to the Federation and what it is trying to accomplish—provided, of course, that subsequent meetings should not fall below the standard of the one in question.

Charles C. Younggreen, then president of the Federation, had something of a fight on his hands, we understand, in inducing his fellow-members of the Federation's board of governors to take the convention to Washington. There was an element of risk in the procedure, at that. If it had been a flop in Washington the consequences would have been more serious than if it had been a flop elsewhere. But it was the exact opposite; it was an officially recognized success. Mr. Younggreen has apparently started something in securing this Governmental recognition of advertising under such favorable auspices—something which is bound to be especially valuable if it can be repeated.

Appointed by Eastern Confection Corporation

Arthur N. Hoaking, Jr., formerly an advertising representative with the Butterick Publishing Company and, prior to that, with *Liberty*, New York, has been appointed general manager in charge of sales, merchandising and advertising of the Eastern Confection Corporation, New York.

Geyer to Direct Kroger Broadcast

The Kroger Grocery & Baking Company, Cincinnati, will use a series of fifty-two weekly broadcasts over a chain of radio stations, starting on June 4. The account is being handled by The Geyer Company, Dayton, Ohio, and New York advertising agency.



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OPENING THE EYES OF

Radio Stations

A Knight Study of the coverage and listener interest of radio stations in a large eastern city brought out many illuminating and helpful facts for advertisers and for the stations.

For instance, it was found that only 15% of the listeners expressed a preference for any one station over competing stations . . . But on program preference—what a story! For radio stations and users of radio advertising we have an interesting story. Upon request we'll gladly tell you the facts.

Knight service is available to Advertisers, Agencies, Radio Stations, Newspapers, Magazines, Associations, etc.



EMERSON B. KNIGHT, Inc.
A NATIONAL ORGANIZATION

Certified Market Studies

INDIANAPOLIS

ARCHITECTS AND BUILDERS BUILDING

Advertising Club News

D. L. Scott, President, Los Angeles Club

Daniel L. Scott, of the Los Angeles Gas & Electric Corporation, was elected president of the Advertising Club of

Los Angeles recently. Other officers elected were: Phil Battelle, Battelle Publishing Company, first vice-president; Russell M. MacLennan, Security First National Bank of Los Angeles, vice-president, and A. C. Bushnell, Los Angeles manager of the *Christian Science Monitor* secretary and treasurer.

Directors elected to serve for 1930-31 are: W. G. Scholts, Scholts Advertising Agency; John Jay Messler, advertising manager, Union Bank and Trust Company, and James E. Waters, Waters Nash Automobile Agency.

* * *

Acraft Club Honors Its First President

J. W. T. Knox, first president of the Acraft Club of Detroit, was made an honorary member for life of that club at its closing meeting of the season, held recently. Mr. Knox was presented with a framed resolution authorizing the membership.

This closing meeting was also marked by an "Old Timers" party. Members who have been in the club longest were furnished with side-burns, goatees and mustaches and given places of honor at the meeting.

The board of directors of the club has also been asked to start plans immediately for the twenty-fifth anniversary meeting of the club to be held early in December.

* * *

Heads Kansas City Club

R. B. Hastings has been elected president of the Advertising Club of Kansas City. A. B. Church was elected first vice-president and Mrs. Maude DeVerse Newton, second vice-president.

L. W. DeYoung was elected secretary and F. P. Gossard, Jr., was made treasurer. Francis J. Gable, C. E. Griffin and Karl R. Koerper were elected as members of the board of governors.

* * *

N. Y. U. Men in Advertising Plan Golf Tournament

The New York University Men in Advertising will hold a golf tournament at the Gedney Farm Golf Club, White Plains, N. Y., on June 17.



D. L. Scott

Philadelphia Women's Club Re-elects Ruth E. Clair

Ruth E. Clair, of the Webster Boiler Company, was re-elected president of the Philadelphia Club of Advertising Women at its recent annual meeting. Re-elected with Miss Clair were Edith B. Ellsworth, Williams & Cunningham, Inc., vice-president; Nan M. Collins, Roland G. E. Ullman Agency, treasurer, and Francisca Firsching, Jones and Firsching, corresponding secretary. Lydia Roesler, Lincoln Photo-Engraving Company, was elected recording secretary.

The following directors were elected, each for a term of one year: Florence M. Dart, McLain-Simpers Organization; Ethel M. Jefferson, Century Printing Concern; Edna Hill Mason, Janney & Company, and Eleanor Twiss, *Child Welfare Magazine*. The installation of officers and directors will take place early this month.

* * *

A. R. Weed Heads Columbus Club

The Advertising Club of the Chamber of Commerce of Columbus, Ohio, has elected the following officers: Arthur R. Weed, advertising manager, Ohio Farm Bureau, president; Harold R. Lee, sales manager, Terry Engraving Company, and Arthur H. Utt, account executive of Miller-Knoph, Inc., vice-presidents; Edward R. Brown, Huntington National Bank, treasurer, and Delmar G. Starley, secretary of the Chamber of Commerce, secretary.

* * *

Heads Louisville Club

A. T. Miller, of the General Outdoor Advertising Company, was elected president of the Advertising Club of Louisville at its annual meeting held recently. He succeeds Walter Distlehorst.

M. R. Kopmeier was made vice-president and Henry Colgan was re-elected secretary-treasurer. Directors elected are: Mr. Distlehorst; J. F. Babbitt, of the J. V. Pilcher Manufacturing Company; Thomas Vinson, of the Brown Hotel; Roscoe Williams, of Federal Signs, and Tom Basham.

* * *

Joins Pacific Railways Advertising Company

Miss Elizabeth Meacham has resigned as executive secretary of the Advertising Club of Oakland, Calif., to join the Pacific Railways Advertising Company.

* * *

Appoints Montreal Agency

Munderloh & Company, Ltd., Montreal, Canadian representative for Vibert Freres, Paris, France, manufacturers of perfumes and toilet preparations, has appointed the Montreal office of the Consolidated Advertising Service to direct its advertising account. Magazines will be used.

Field & Stream



Announcing the Combination of

Field & Stream

For 15 years the leading outdoor paper

with

Forest and Stream

Oldest outdoor magazine in America

AFTER the July issue Forest and Stream will be discontinued.

Forest and Stream's last publisher's A. B. C. statement shows 91,139 circulation; FIELD & STREAM'S, 130,338. Total, 221,467.

Figuring the actual subscribers taken over, plus a reasonable number of newsstand readers, the combined magazine should retain a minimum of 175,000 net paid. This, however, is merely a guess—and we do not intend to sell advertising space on a supposition.

We prefer to give the advertiser a bonus and, so that there will be no possible doubt of the real net paid circulation, we are placing the circulation guarantee at only 150,000—only 25,000 beyond the former guaranteed circulation of FIELD & STREAM alone.

FIELD & STREAM PUBLISHING CO.

E. F. Warner, Publisher

578 Madison Ave., New York City

Wrigley Bldg.
CHICAGO

846 S. Broadway
LOS ANGELES

Kohl Bldg.
SAN FRANCISCO

The Little Schoolmaster's Classroom

THE controversy over whether or not copy writers should be permitted to sign their copy was concluded in PRINTERS' INK several weeks ago but echoes of it are being heard from foreign lands. The *World's Press News and Advertising Facts*, of London, comments on the controversy, asks for British opinion on the matter and is offering a prize for the best argument received.

Another echo comes from Buenos Aires in the form of a letter:

JUAN Y JOSE DRYSDALE Y CIA
440 PERU 450

BUENOS AIRES, APRIL 14, 1930.
Editor of PRINTERS' INK:

Apropos of the recent discussion in your pages of the merits or otherwise of agency-signed advertisements in periodicals, you might be interested to see a couple of actual examples of the species as published now and then in this country. Most Argentine advertising agencies possess some trade-mark, used primarily to identify outdoor signs and posters, which are the chief specialty of a number of the agencies which have also expanded into publication advertising. The enclosed samples represent the reproduction in magazine advertisements of the same trade-marks which the Agencia Hansen and the Agencia Exitus use on their outdoor signs.

That's nothing at all in a country where the architect of nearly every building signs his name in stone at eye-level on the facade.

Faithfully yours,
P. W. STONE.

The two examples which Mr. Stone enclosed with his letter bear these two advertising agency trademarks in their lower right-hand corners:



* * *

The Schoolmaster seldom gets excited about figures—statistical, of course. But a few days ago, he read some issued by the Pennsylvania Railroad Company which seemed to make a dent.

During 1929 this railroad paid

out to its pensioners \$6,665,718, an increase of almost \$600,000 over the year before. During the year of 1929, 1,349 employees were retired under the pension regulation and 845 employees who were on the retired list died. At the close of the year 9,563 people were on the pension roll. Their average age was seventy-two years and nine months.

Entirely aside from the fine social service performed by a giant company which takes care of the men who have given their best to its upbuilding, the Schoolmaster couldn't help thinking about what those figures meant to other manufacturers. A few short years ago, as time flies, men in the predicament of those 9,563 people would have had little purchasing power. They would either have been taken care of in poor farms or be sitting, more or less welcome guests, at the fireside of relatives, and every cent paid for their upkeep would have come out of the purchasing power of other people.

Now look at the figures. Over six and one-half million dollars a year released for the purchase of food products, men's shoes, clothing, radio sets and other necessities and luxuries; purchasing power which would never have been there but for the foresight and planning of the railroad. If one company distributed that much money, think of the total added to the purchasing power of old people by all the other companies which have pension plans.

There is so great and so definite a business asset in old-age pension plans that the Schoolmaster wonders why more manufacturers don't get excited about the subject and if they will get excited on business grounds alone, think of the great increase in total happiness which would descend on fine old people everywhere.

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Manufacturers of automatic vending machines, and manufacturers of sundry items sold this

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HOW'S THIS FOR BUYING POWER?

All of the 118 building owners and managers who served on Building Planning Service Committees during the past 18 months were subscribers to BUILDINGS AND BUILDING MANAGEMENT.

This is certainly an indication of splendid coverage and buying power. At these meetings materials and equipment amounting to millions of dollars have been selected by these men. All over the country building owners and managers are serving on committees to advise on plans, materials and equipment for hundreds of important office, apartment and commercial buildings. It is logical that building managers should know what products should be used so that a building can be operated at a profit.

Do these building owners and managers know the merits of your product? Scores of manufacturers are successfully selling these building owners and managers through BUILDINGS AND BUILDING MANAGEMENT.

A. B. C. GUARANTEED PAID CIRCULATION

82% RENEWALS AT \$5.00 PER YEAR



PORTER-LANGTRY CO., Publishers

Member A.B.C. 139 NORTH CLARK ST., CHICAGO Member A.B.P.
Eastern Office: 895 Madison Ave., New York City

" . . . contains some of the best material available on the building of self-confidence." —
JAMES H. GREENE,
Manager, Co-operative Department,
The Studebaker Corporation.



W. L. BARNHART
"A bookful of sense about salesmanship."
—*Printers' Ink*.

W. L. Barnhart's **Practical Salesmanship**

THIS BOOK reflects the broad experience in personal selling that carried W. L. Barnhart from salesman to vice-presidency of the world's largest surety company. Sales managers will find that it contains just the kind of ideas and suggestions they want to pass along to their own salesmen. It proves its points from the experience of not only Barnhart, but of hundreds of other successful salesmen. Its friendly man-to-man counsel shows clearly how and why some men make sales where others of apparently equal ability fail on identical propositions. It shows salesmen how to check up on their methods to locate and correct weaknesses of which they may be entirely unaware, but which may be keeping them second-raters.

" . . . one of the best books I have ever read on this subject in my twenty-seven years in sales work . . ." PAUL W. LAUTHER, Vice-President, Pool Manufacturing Company.

PRACTICAL SALESMANSHIP will be sent postpaid on approval, if you will write mentioning *Printers' Ink*, or mail the coupon below. If your examination does not convince you of its value return it within five days. Otherwise remit \$3.50 in full payment.

(Fill In, Tear Out and Mail)

**The Ronald Press Company
Dept. M353, 15 E. 26th St., New York**

Send me a copy of Barnhart's PRACTICAL SALESMANSHIP. Within five days after receiving it, I will either remit \$3.50 or return the book postpaid.

Name.....

Firm..... Position.....

Address.....

City..... State.....

*If outside U. S. and Canada, cash plus 25¢ for shipping. Same return privilege.

way, are contemplating installing these machines in the lobbies of apartment houses. The Schoolmaster comes across this bit of news in a statement issued by the specialties division of the U. S. Department of Commerce.

According to this statement, one of the undeveloped features of the vending machine is its use as a sort of emergency shopping station. In this connection, the expectation is that apartment house dwellers will appreciate the convenience of being able to buy such items as razor blades, cosmetics, drug specialties, etc., right in their houses at any time of the day or night.

* * *

"We are auto-truck food distributors, if you please, not 'wagon jobbers.'"

This is the plea for a new name made by W. R. Greenlee, editor and publisher of *The Auto-Truck Food Distributor*.

Inasmuch as most "wagon jobbers" are using automobiles, it does seem somewhat out of place to designate them as "wagon jobbers."

* * *

A loyal member of the Class, E. C. Hole, secretary and manager of the *American Lumberman*, has just originated what anti-clubbers will term the ideal club—no dues, no enrollment and no meetings. As announced on the front cover of the current issue of his journal, it will be known as the "One Week" club and will concern itself exclusively with the proper technique for answering that most common of all common queries, "How's Business?"

It is undoubtedly true, or at least conceivable, that the millions of daily and for the most part snap-judgment answers to this seemingly innocent question do have a definite effect on the buying mood of the public. And it is in recognition of this that Mr. Hole has started his club. The only requirement for membership, according to his announcement, is that you assent to the following pledge:

I promise myself that, for a period of One Week, when discussing business conditions, either those relating to my own business or to those of the country generally, I

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NATIONAL ADVERTISING AGENCY

Located in New York



Desires to purchase
advertising agencies in
other cities, either in
part or whole, in order
to broaden its service.



Your answer will be treated in strictest confidence. Give list of accounts now being served by you and annual billing for last three years. Feel free to give full information. Your answer will be treated in strictest confidence. Address The President, L. Box No. 270.

will emphasize the facts that are favorable and encouraging, rather than those which incite to pessimism.

That's all there is to it.

Such a plan, the Schoolmaster agrees, might have its effect (especially if it could be tied in with some sort of pledge by which each member would also agree to work just a little harder at his job than he had ever done before).

* * *

The Schoolmaster has become slightly wearied by the current excessive talk about "young men's organizations." Recently he was visiting the offices of a large advertiser and was forced to listen for some minutes to the enthusiastic talk of a somewhat callow youth.

"Ours is an organization of young men," the youth boasted. "Our sales manager is only thirty-five, our advertising manager isn't thirty yet, and the treasurer recently celebrated his thirty-second birthday. No, sir. There aren't any old fellows in this outfit."

The Schoolmaster restrained himself from pointing out that the

general manager of the company is in his fifties, that the production man will never again see forty-five and that the real financial genius of the organization is past sixty. He restrained himself because he realized that it is futile to talk these days against the enthusiasm of young men in business.

It was, therefore, a welcome relief to receive from a local Packard dealer a booklet with the title, "Stability," and signed by Alvan Macauley, president, Packard Motor Car Company.

Mr. Macauley tells how his mind was recently turned to the subject of the men who have been with Packard for a number of years.

"I found," he says, "that there is not a single important executive or department head here at the home office who has not been with Packard at least ten years. The average is seventeen and one-half years. This does not take into account great numbers of lesser executives and heads of sub-departments whose length of service would undoubtedly be as long. Nor does it include foremen in our shops.

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SALES MANAGER WANTED

Here is a real opportunity for a man who is big enough to develop a new selling organization and to direct the sale of a nationally known product which has been sold through hardware stores for more than fifty years.

He may now be a general sales manager who has achieved outstanding successes in the merchandising of products through the hardware trade;

Or, he may be an alert assistant sales manager who is doing the work for which a "V. P. In Charge of Sales" is receiving credit;

Or, he may be directing the sales for a large hardware jobber.

Whatever he is, he must be a hard worker. He must know how to organize a sales force. He must be able to give salesmen intelligent direction. And he must be up-to-the-minute on methods of merchandising through hardware stores.

This is a big job for a big man. If you fit, write for an interview. Please give a brief summary of your experience and state your present income.

ADDRESS "M," BOX 271

PRINTERS' INK

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Well as I know most of them, I was surprised to learn that 64 per cent of our foremen have been with the company for more than ten years, many of them for as long as the company has been in existence.

"Here, I thought, is real stability in direction of operations in our factory—in engineering, production and distribution of our products. It recalled to my mind that there has been a corresponding stability of management. Four of our seven directors have been the company's directors more than twenty-six years. One has a record of sixteen years, one twelve years and I, myself, have been with Packard twenty years."

Mr. Macauley then proceeds to draw the moral of stability and to show what this has meant to the company.

In a business world where men are thought old at forty and are thrown on the scrap heap at fifty, often when they are just reaching a position to capitalize on their rich store of experience, Mr. Macauley's statement comes as a refreshing refutation of the impression that all successful businesses must be young men's businesses.

At the risk of repeating a platitude (and there are plenty of platitudes that will stand repeating) the Schoolmaster would like to remind these "young men's organizations" that a man is only as old as his mental processes and that good executives, like good wine, are often much the better for a little mellowing.

Yoemans Brothers Company Appoints Gray Agency

The Yoemans Brothers Company, Chicago, manufacturer of sewage ejectors and pumping machinery, has appointed Russell T. Gray, Inc., advertising agency of that city, to direct its advertising account.

**REDUCE YOUR COST
OF SELLING** by using Direct Mail
—Letters, Post Cards, Folders, Blotters, Booklets, Catalogs, etc., etc. Postage and The Mailbox—monthly magazine—published continuously since 1915—is entirely devoted to Direct Advertising and Selling. Tell how to reduce selling cost. Full of some business ideas, information and facts. \$2.00 a year. At end of year, we return \$4.00 if you are not satisfied. Send 25c for sample copy. Postage and Mailbox, 68 35th St., N.Y.

Do You Need A Real Man In Chicago?

One who can sell—

One you will gladly send to see your most particular customer—

One who will build your business—

One you can depend on in every respect.

Age 40—Married—3 children—Christian. Normal sales million dollars highly competitive necessity to manufacturers in car lots. Now employed—present salary \$10,000.

Address "XYZ," Box 272
Printers' Ink

● WANTED

A place in advertising work. 15 years' successful experience in farm machinery, mail order and agency advertising; 5 years' experience in wholesale and retail hardware and farm implement business. Can write advertising copy, produce catalogs or house organs or supervise the work of others. 48 years old, married. Will accept modest starting salary if position offered has the right future. Some of the leading advertising men of the nation as references.

Address "N," Box 273
Printers' Ink

Advertising Executive

At present employed, seeks greater opportunity. Sixteen years' background, American. Thirty-eight years old. All around or will specialize. High credentials.

Address "J," Box 129
Printers' Ink

June 5, 1930

June 5, 1930

ONLY RESPONSIBLE A-1 AGENCIES NEED APPLY

I want to become associated with such an agency in order to turn in accounts of the finest Hotels.

In the Hotel line I have spent 17 years, always with an angle on advertising and publicity. At present, I am connected with a Hotel but I will entertain any replies which lead to a definite purpose and are mutually beneficial.

Address "H," Box 128
Printers' Ink

The Merchandising Paper in the Lumber Field

How to sell more at a bigger profit is the topic that interests all lumber and building material dealers today. The American Lumberman is 100% in step with this development. Write for sample copy and see for yourself.

American Lumberman

Est. 1873 CHICAGO A.B.C.

For HOUSE MAGAZINES
And TRADE JOURNALS
STORIES by Best-Known Writers
ARTICLES by Foremost Authorities

Editors' Inquiries Invited

WILLIAM GERARD CHAPMAN
(Est. 1903)
334 So. Wells St., Chicago, Ill.

frank a EBOLI studio

31 East 27th St. New York
Telephone Ashland 5253

Westinghouse Electric Appointments

C. Hart Collins, one of the original group of the British Broadcasting Company, has been appointed merchandising manager of the radio department of the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa.

Leroy W. Staunton, formerly with Hanff-Metzger, Inc., New York advertising agency, and, before that, advertising manager of C. Brandes, Inc., has also joined the Westinghouse company, as assistant to the manager of the radio department.

Burton-Nelson Company, New Business

Burton L. Cohn and Nelson R. Bernstein have organized an advertising business at New York under the name of the Burton-Nelson Company, with offices at 200 West 34th Street. Mr. Bernstein was formerly an account executive with the Carlyle Company, New York advertising agency.

Louise A. Sigal, also formerly with the Carlyle agency, in charge of production and copy, has joined the Burton-Nelson company, in the same capacity.

Now "Motor Body, Paint and Trim"

Beginning with the June issue *Motor Vehicle Monthly*, will change its name to *Motor Body, Paint and Trim*, in order to bring its name into closer relation with its editorial contents. No change in editorial policy is being made.

Join Los Angeles Office of Advertisers, Inc.

Thomas Calvert McClary and W. Sharples have joined the staff of the Los Angeles office of Advertisers, Inc.

Appoints McCready-Parks

S. E. Munyer, Inc., New York, linens and laces, has appointed McCready-Parks, advertising agency of that city, to direct its advertising account. Magazines and direct mail will be used.



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Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

PUBLISHERS' REPRESENTATIVES
wanted for a high-grade trade publication.
Please give full particulars as to territory
covered, facilities for getting business,
basis of remuneration, etc. Box 308, P. I.

ADVERTISING REPRESENTATIVE
for Eastern Pennsylvania, New Jersey and
Delaware is open for one or two publications.
Commission basis plus small expense
allowance to cover transportation and other
incidents. Reply. Box 301, P. I.

PUBLISHERS' REPRESENTATIVE
Experienced, able, reliable, straight thinker,
constructive worker. Valuable agency ac-
quaintance in Chicago and nearby states.
In position to represent one or two high-
class consumer, trade or class publica-
tions. Box 302, P. I., Chicago Office.

EMPLOYMENT SERVICES

Formerly with "C & H" and Other 4-A's

● **WALTER A. LOWEN, Pres.** ●
Vocational Bureau, Inc. (Est. 1920)
We function as "A Clearing House for
Trained Adv. Personnel." Call in per-
son. 9-2, 105 W. 40th St., N. Y. C.

Specializing in Advertising Personnel
Executives, craftsmen, juniors, secretaries,
clerical. Personal attention to all place-
ments by Elizabeth Muncy for 10 years in
charge of employment bureau for AAAA.

Muncy Placement Service

Caledonia 2611
280 Madison Avenue, New York City

HELP WANTED

NEW YORK REPRESENTATIVE
Continuous additional income assured if
you are calling on advertisers direct. Do
not write unless you have contacts. Give
details. Box 303, Printers' Ink.

I Need a likeable, sensible advertising
man who knows copy writing, layouts,
merchandising and contacting. Agency
or printers' creative service experience
desirable. To one willing to prove him-
self there is a pleasant present and a
bright future in medium-sized ideal resi-
dence city in the Rocky Mountain West.
Box 309, Printers' Ink.

WANTED—A SALES MANAGER
Preferably with a background of experi-
ence with food products. Our principal
products are the Citrus Juices, Citrus
Oils, Citric Acid, Pectin, etc.

An exceptional opportunity for anyone
who wants to live in Southern California
and start at a moderate salary until he
has made good on the job. Please state
age, married or single, full details of ex-
perience, and references, in first letter.

Personal Attention: E. T. Cassel

Products Department
California Fruit Growers Exchange
Ontario, California

POSITIONS WANTED

ARTIST, 23, Lettering, Layout, Pen,
Wash, Poster Tech.—Practical Advertising
Knowledge. Position with future in
preference to high starting salary. (Sam-
ples.) Box 300, Printers' Ink.

WANTED—Position, newspaper morgue.
Many years' experience in rebuilding old
morgues. Can establish reference depart-
ment any business. Christian; married. A1
references; moderate salary. Box 305, P. I.

Young woman would like make-up position
on magazine. Have had 10 years' publishing
experience, 6 of which have been spent
making up two monthly magazines. Would
appreciate an interview. Box 307, P. I.

A Young Man who has advertising and
selling experience together with ability to
work ideas into comprehensive form de-
sires a new connection with lithographer,
printer, agency or studio. Box 312, P. I.

FIGURE LETTERING LAYOUT

Individuality that comes from 7 years of
New York Agency experience. Desires
position in New York. Box 313, P. I.

PRODUCTION

manager available. Twelve years' AAAA
agency experience. Will invest \$2,000
with services. Box 310, Printers' Ink.

Executive with pharmaceutic-medical education,
and 15 years' international advertising agency,
publicity and merchandising experience; will consider an opportunity
with dependable organization. Address Mr.
Seel, 1858 Nostrand Ave., Brooklyn, N. Y.

VISUALIZER ART DIRECTOR

Agency trained. Twelve years' experi-
ence. Versatile, unusual reputation. De-
sires change. Box 314, Printers' Ink.

EXCEPTIONAL SECRETARY

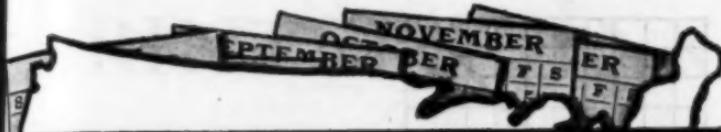
A young woman with wide literary training;
rapid, accurate stenographer. Diversified
experience with large publisher, preparing
difficult manuscript. An intelligent, diplo-
matic personality. Would be invaluable to
author, editor or agency. Box 304, P. I.

**THOROUGHLY SEASONED PRINT-
ING AND ADVERTISING MANAGER**
seeks a position where hard, conscientious
efforts and results are rewarded with an
opportunity for the right man. Very suc-
cessful in the creative end of the busi-
ness, contact and selling. Young enough
to be on the upgrade, but have years of
experience behind me. Competent on plant
management, costs and estimating. Em-
ployed at present, but seek a change. All
correspondence confidential. Box 306, P. I.

Table of Contents

Getting Orders at 8 A. M.	
W. J. HAMLIN, Vice-President, Vortex Cup Company.....	3
Approaching the Obvious Copy Theme by an Indirect Path	
.....	10
Honest Substitution—Key to Profits for Department Stores	
W. A. SHEAFFER, President, W. A. Sheaffer Pen Co.....	17
Potatoes Are Packaged—And Sales Double in Fifteen Months	
.....	25
"Hay in the Barn"	
WM. E. McFEE, The American Rolling Mill Co.....	28
Will the Law Protect an Advertising Style?	
JOHN C. PEMBERTON, of the New York Bar.....	33
Should Quotas Be Lowered When Business Slumps?	
A. H. DEUTE, General Manager, The Billings & Spencer Company.....	44
An Advertising Failure That Didn't Fail	
C. R. PALMER, President, Cluett, Peabody & Company, Inc.....	57
Greater Formality for the Plan Board	
AESOP GLIM	73
Luckies and the Brokers.	
.....	76
Some Snootifying Is Justifiable	
PEIRCE JOHNSON, Art Director, The Ralph H. Jones Company.....	89
Will Dealers Pay for Display Materials?	
.....	95
What Groucho Says.	
.....	96
Meeting Present-Day Conditions Overseas	
WALTER F. WYMAN, General Sales Manager, The Carter's Ink Company... .	101
When the Trade Is Reluctant—Put Sales in Its Way	
CHARLES G. MULLER.....	110
The Club—An Amazing English Merchandising Development	
DON GRIDLEY	118
The Picture May Be Placed at the Bottom Artistically	
W. LIVINGSTON LARNED.....	125
New Plants May Now Be Patented.	
.....	136
The Building Industry—Is There Any?	
WALTER W. HOOPS, Vice-President, Carroll Dean Murphy, Inc.....	145
A Travel Bureau Cuts the Sales Unit.	
.....	154
Why the Consumer Goes on Strike	
ELIZABETH ORATIVIA	158
Editorials.....	
Let the Weaklings Read This—A Royal Definition—More Care in Space Buying—Four Methods of Substitution—Showing Washington.	168
The Little Schoolmaster's Classroom.....	
.....	174

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300,000 Controlled Meetings—



ALEMITE



for 6 customers in 1930

By an easy method that pictures home offices ideas in the minds of the men in the field, these national organizations control the training at over 300,000 sales meetings, held at frequent, regular intervals throughout the country this year.

Let us show you how these and other successful companies are using this simple, proven method that costs remarkably little and is reinforced by national field service.

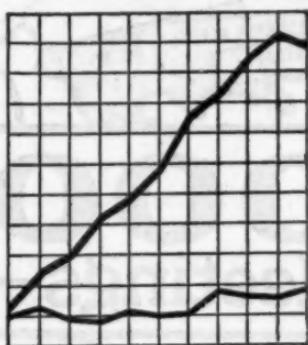
Jam Handy Picture Service

James Handy, President

6227 Broadway, Chicago

Still and Motion Pictures—Animated Drawings—Screens—Slides

New York, Chanin Bldg.—Detroit, General Motors Bldg.—
Cleveland, Hanna Bldg.—Dayton, Reibold Bldg.—Regional Sales
and Service at Principal Points Throughout the United States.



A NEWSPAPER'S

success in getting readers tells what it can do for advertisers. During the last 10 years the circulation of the Chicago Tribune on weekdays has grown more than 9 times as fast as the Chicago newspaper second to the Tribune in advertising volume.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER
Total Average Circulation, April, 1930:
1,116,031 Sunday; 846,108 Daily